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Broadcast Advertising

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WASHINGTON, D. C.
SEPTEMBER 15, 1933

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

RADIO CENTER, (MINN.)

BETWEEN AUG. 7
AND SEPT. 7

62

NEW or RENEWAL
CONTRACTS!

9TH U.S. RETAIL

MINNEAPOLIS
KSTP
ST. PAUL

MARKET

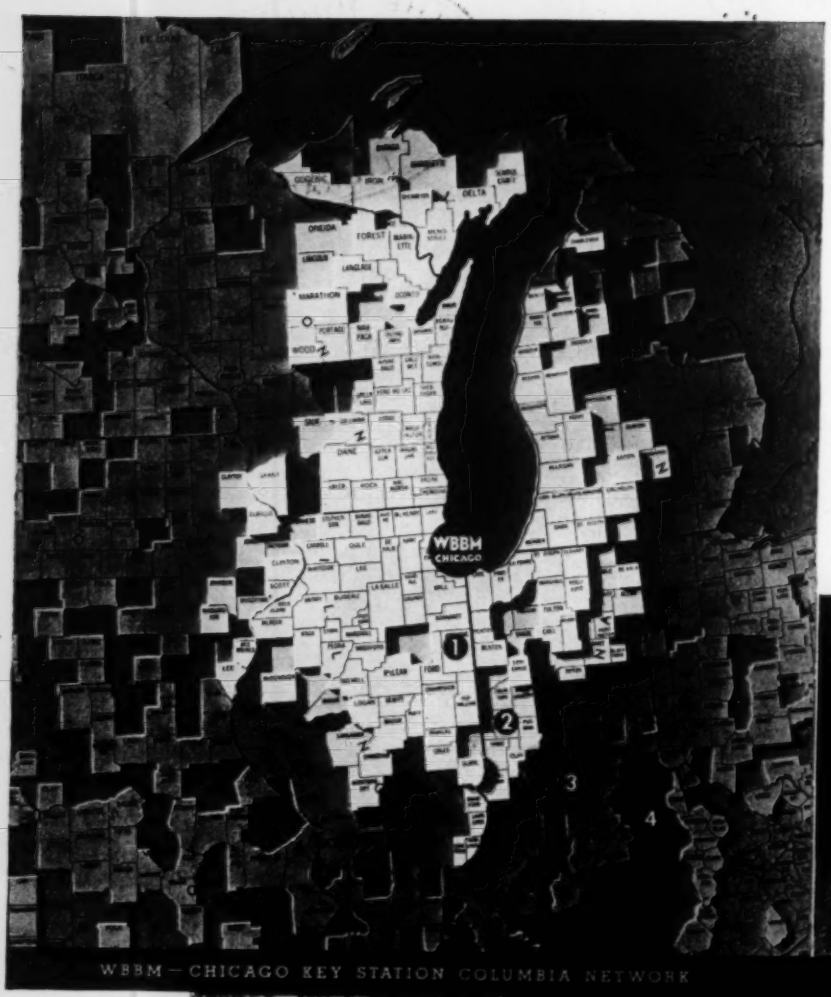
ST. PAUL OFFICE
FORD BILLINGS
ST. PAUL HOTEL
CEDAR 4400

MINNEAPOLIS OFFICE
E. P. SHURICK
RADISSON HOTEL
BRIDGEPORT 3222

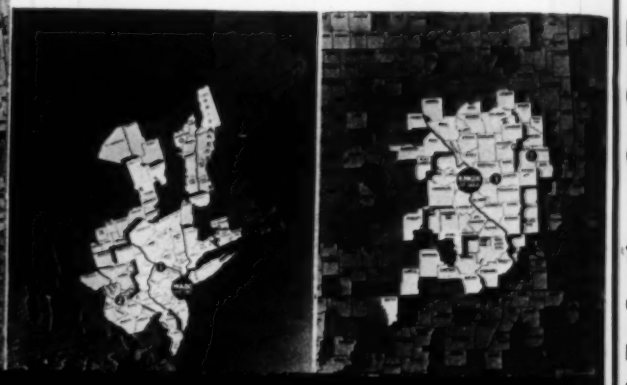
CHICAGO OFFICE
FREE & SLEININGER, INC.
180 N. MICHIGAN AVE.
FRANKLIN 6373

NEW YORK OFFICE
PAUL H. RAYMER
205 E. 42ND STREET
MURRAY HILL 4-0658

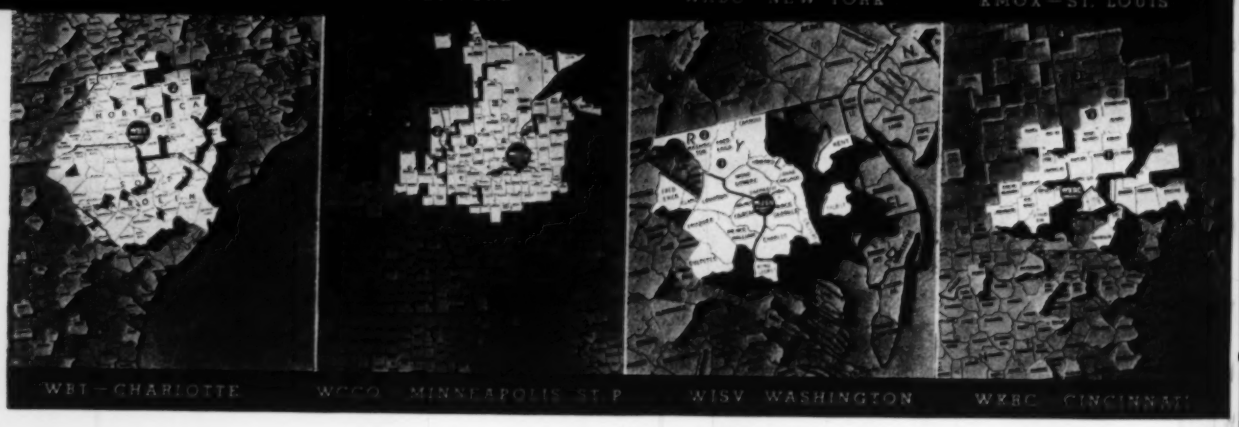
WHERE THEY LISTEN



WBBM—CHICAGO KEY STATION COLUMBIA NETWORK



WABC NEW YORK KMOX—ST. LOUIS



WBT—CHARLOTTE WCCO MINNEAPOLIS-ST P WISV WASHINGTON WKBC CINCINNATI

These maps are the photographic record of an exhaustive in-the-field study of audience-intensity based on *actual audited* "listening." Completely waived were all the arm-chair engineering formulae which convert *mere* watts into map-miles. Each map consists of four levels. Each successive level represents twice the audience-intensity of the next lower level (twice as many listeners per thousand population.) How these levels were arrived at—how the "listening area" was measured—is fully described in the Columbia publication, "Making the Map."

TO YOUR PROGRAM

Radio Sales, Inc. knows! Radio Sales, Inc. tells the spot advertiser measured facts about actual listening for every station which it represents.*

The spot advertiser dare not miscalculate. He must *know*, not guess, the listening habits of his local audience. He must weigh the striking difference between a station whose programs *can* be heard (that's signal strength) and one whose programs are regularly listened to by *most* of the radio homes in its area (that's coverage)! Radio Sales provides answers *county by county*, on every question pertinent to advertiser and to agency—it knows the audience it sells—it knows its wealth, its weight, its size, its station loyalties. Radio Sales, Inc. is prepared to submit for the stations it represents* precision-measurements that unmistakably take the guess out of "spot" time-buying. It is supported by the full resources of the Research Department of the Columbia Broadcasting System.

WPG—ATLANTIC CITY

KHJ—LOS ANGELES

*WABC, New York • WBBM, Chicago • WCCO, Minneapolis-St. Paul
WJSV, Washington • WKRC, Cincinnati • KMOX, St. Louis
WBT, Charlotte • WPG, Atlantic City • Don Lee Pacific Coast Unit

RADIO SALES, INC.

•New York: 485 Madison Ave. (WIckersham 2-2000)

•Chicago: 410 North Michigan Ave. (Whitehall 6000)

W-G-N broadcasts *FROM* greater distances than most stations broadcast *TO!*

●

W-G-N has sent its announcing and engineering staffs all the way to

NEW YORK CITY
LOS ANGELES
WASHINGTON, D. C.
HOUSTON, TEXAS
PITTSBURGH
KANSAS CITY
PHILADELPHIA
MINNEAPOLIS

to stage remote control broadcasts of great news events . . . The brilliant reportorial pickups were shot back to the Chicago transmitter over independent wires—and then out on the air over the nation . . . Station W-G-N alone gives a network service to the loyal listeners of the middle west . . .

Has any other single station in the world a record of broadcasting from such distances as these over its own transmitter exclusively?

1924—500 mile auto race from Indianapolis.
1925—Illinois-Penn football game from Philadelphia.
Scopes evolution trial ("the monkey trial") from Dayton, Tenn.
The Kentucky Derby from Louisville, Ky.
500 mile auto race from Indianapolis.
Nebraska-Notre Dame football game from Lincoln, Nebraska.
1926—U. S. Senate debate on world court from Washington, D. C.
Penn-Chicago football game from Philadelphia.
The Kentucky Derby from Louisville, Ky.
500 mile auto race from Indianapolis.
1927—Minnesota-Notre Dame football game from Minneapolis.
Exclusive address by Sen. James A. Reed from Kansas City, Mo.
The Kentucky Derby from Louisville, Ky.
1927—500 mile auto race from Indianapolis.
1928—Democratic national convention from Houston, Texas.
Republican national convention from Kansas City, Mo.
The Kentucky Derby from Louisville, Ky.
Ohio-Michigan football game from Columbus, Ohio.
1929—Exclusive prize fight broadcast from New York City.
The Kentucky Derby from Louisville, Ky.
1932—California-Notre Dame game from Los Angeles, Calif.
Minnesota-Northwestern football game from Minneapolis.
Navy-Notre Dame football game from Cleveland, Ohio.
The Kentucky Derby from Louisville, Ky.
Cubs-Pirates baseball game from Pittsburgh.

Football games every year from Iowa, Michigan, Illinois, Wisconsin and Indiana

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

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BROADCASTING
and
Broadcast Advertising

VOL. 5 NO. 6 WASHINGTON, D. C. SEPTEMBER 15, 1933 $3.00 PER YEAR—15c A COPY

How Food and Drugs Bill Would Affect Radio

By REXFORD G. TUGWELL
Assistant Secretary of Agriculture

Raising Advertising Standards and Eliminating Dangerous Products Chief Aims, Roosevelt Advisor Explains

IN RECENT weeks, members of the broadcasting industry have been asking me a number of questions:

If the pending Federal Food and Drugs bill is passed, how will its advertising provisions affect my business?

Will there be any discrimination between radio and other types of advertising?

What standards of truth in advertising will it establish?

Will the Department of Agriculture attempt to stop "trade-puffing," or will it confine its regulatory efforts to false and misleading statements?

Will a station be liable if it broadcasts a false advertisement, or will responsibility rest with the manufacturer?

Will radio stations have to submit advertising continuities to a Federal official for advance approval?

All Media Affected

THE ANSWERS to these questions are the same for all advertising media. Obviously any standards put into effect by the Federal Government must apply equally to all advertising outlets, even including direct-mail circulars.

Now, the Department of Agriculture wishes to do no more or less in the way of raising advertising standards of foods, drugs and cosmetics, than to strengthen and give force to what many reputable broadcasters and publishers are already trying to do, both individually and through their own associations.

The National Association of Broadcasters has adopted a code of ethics by which its 253 members forbid the broadcasting of advertising statements or claims which they know or believe to be false, deceptive, or exaggerated. Radio committees are working with the American Association of Advertising Agencies, the Advertising Federation of America, the Advertising Review Committee, and other organized groups, most of which have gone on record as being opposed to false and misleading advertising. At least two of these groups have indorsed the new food and drug bill in principle.

This is a commendable beginning. But it is only a beginning.

Cites Dangerous "Cures"

FRANKLY, modern advertising of foods, drugs and cosmetics does not always merit public confidence.

Believing some advertising they read in newspapers and magazines and hear by radio, consumers are using dangerous fat-reducers and thereby are seriously impairing their health; they are trying to cure high blood pressure with radium-water treatments and are dying from radium poisoning; they are applying *"safe"* depilatories that contain thallium acetate and are having every hair drop from their bodies and are being sent to hospitals, paralyzed; they are using *"safe"* hair dyes only to get lead poisoning for their trouble and money; they are trying to cure colitis with worthless tablets, only to impair their health with excessive cathartics; they are literally stuffing themselves with worthless nostrums and if, in spite of the nostrums, they get well, they sit down and write testimonials for the manufacturers.

Prof. Tugwell

The standards of radio advertising in this field are no higher or lower than those of other advertising media. Similarly, the efforts for improvement being made by radio are matched by publishers and advertising agencies.

Self-Regulation Difficult

BUT THERE are many difficulties in the way of broadcasters and publishers themselves making all food, drug, and cosmetic advertising conform to standards of truth.

Even if every broadcaster and publisher in the United States conscientiously tried to accept only truthful advertising in this field, he would not possess the scientific evidence on which to make a decision. Should he try to get scientific evidence on every one of the thousands of products that might be brought to him for occasional advertising, the cost of getting the evidence would be greater than the advertising revenue. Advertising originates from some 5,000 manufacturers of medicinal preparations, 2,000 cosmetic manufacturers and thousands of food manufacturers. Retailers advertise too. There are, for example, some 60,000 drug stores, the proprietor of any one of which is likely to want to broadcast a one-minute flash on a new diabetes cure which he has just placed on his shelves and which he will be glad to pass on to the public at $12 a bottle.

There is the matter of competition. One station manager may feel inclined to refuse an advertising contract that calls for ballyhooing a questionable anti-fat remedy. But there always exists the probability that a competitor will take the account and reap the revenue. Managers of small stations are constantly approached by patent medicine makers with propositions to pay a percentage on all sales induced by radio advertising. According to a member of the Federal Radio Commission such offers are too often accepted.

While radio networks, good

Significance of Tugwell Bill

IN THIS ARTICLE, written at the request of BROADCASTING by the man generally regarded as the "No. 1" member of President Roosevelt's so-called "brain trust", there appears the first official interpretation of the scope and effect of the pending federal food and drugs bill upon radio advertising. The Tugwell bill is now pending in both House and Senate, having been introduced near the end of the last session.

In connection with this article, published for the information of the advertisers, agencies and stations, several important facts stand out:

1. Hearings probably will be held on the measure beginning early in December before a subcommittee of the Senate headed by Senator Copeland of New York, a physician. Manufacturers, advertisers, agencies and advertising media will be heard along with government officials.

2. The measure places responsibility upon the manufacturer or the advertiser, rather than upon the medium. For the first time it is made clear that the effort is toward self-regulation of industries involved through their accredited trade associations, with the government prepared to take punitive action should the trade association fail.

3. The legislation bears the full backing of the administration, as now written and as interpreted by Mr. Tugwell, and is designed to give consumer protection heretofore impossible under existing food and drug laws.

4. By eliminating the "chiselers" in the food, drug and cosmetic fields, it is believed that the honest, reputable concerns, constituting perhaps 80 or 90 per cent of the field, will benefit and immediately enter larger scale advertising which should more than offset the immediate losses suffered.

XUM

metropolitan dailies, and national magazines carry many fraudulent and misleading advertisements, by far the most flagrant abuses are found in movie magazines, mail order catalogues, educational and religious journals, cheap fiction or "pulp" magazines, small dailies, country weeklies, and on small independent stations, as well as in direct mail advertising. Nevertheless what these media do affects the public's estimate of all advertising. Just now consumers have lost faith in a great deal of advertising, and it is going to take a severe jolt of some sort to restore it.

Patently, no commercial firm or association can regulate this whole field and give anything approaching a high degree of consumer protection. Physical limitations alone —considering the number of magazines, newspapers, billboards, radio stations, direct-mail leaflets, catalogues, manufacturers, retailers, etc.—are too great, to say nothing of the impossibility of private enterprise managing uniformly a control that is completely unbiased, scientific, and permanent.

Government Must Protect

IT IS A primary function of government to provide effective consumer protection. The scope of such protective action must be progressively enlarged as population and the complexity of our social and economic order increase. Thus the protection afforded by the Food and Drugs Act when passed in 1906 is radically insufficient today.

During the past 27 years there have been many changes in the food and drug industries; much new knowledge has been accumulated; and the cosmetic industry has grown like a mushroom. New narcotic and habit-forming drugs have appeared on the market. Wholly new food constituents and important nutrition elements like the vitamins have been discovered.

The advertising business scarcely resembles what we had 27 years ago. Radio wasn't even on the horizon. In 1906 it was considered that the consumer would be effectively protected if manufacturers were compelled to label their products truthfully. The law did not extend to other forms of advertising.

What has been the result? Fraudulent and misleading claims have merely been transferred from labels to newspapers, magazines, radio and other outlets.

Examples of "Claims"

TAKE A COPY of a newspaper, or listen to a radio sales talk, and compare the claims made to those appearing on the label of the same product. You have heard announcers say that certain crystals will relieve diabetes, rheumatism, high blood pressure, kidney trouble, stomach and liver disorders, acidosis, neuritis, arthritis, constipation, gout, and lumbago. The label, which is subject to the present Food and Drugs law, makes none of these claims; it is meaningless. These particular crystals are nothing more than impure Glauber's salts, selling for $1.50 a pound. You can go into any drug store and buy pure Glauber's salts for 30 to 40 cents a pound. A physician writing to the Journal of the American Medical Association, March 11, 1933, says, "They are wonderfully efficient in rupturing the appendix. I had one where the solution ran out of the abdomen after drainage, and recrystallized in the sheets."

Business Demands—and Gets—Results from Radio

SIX THOUSAND LETTERS CHEF ABOUT OUR LAST WEEK'S BROADCAST-
AH, SUCCESS! SOME MORE MAIL TELLING US HOW THEY LIKE OUR PROGRAM!
SPONSOR
YOU WILL NOTE, GENTLEMEN, THAT THE SALES OF THE BUCKEYE BUTTON CO. THROUGH RADIO ADVERTISING HAVE INCREASED 350 PER CENT—
RADIO SALES GRAPH
BUT NOW THE "BIG SHOT" ADVERTISERS WANT TO KNOW IF THE LETTER WRITERS WHO ARE CRAZY ABOUT THEIR SHOW ARE BUYING THEIR STUFF—
IN THOSE GLORIOUS OLD DAYS WHEN "SHOOT THE WORKS" WAS POPULAR AND FAN MAIL WAS COMPENSATION ENOUGH IN RADIO—
YES, AND I'VE GOT A "BIG BOY" BISCUIT TOY FOR YOU, BUDDY-
A PROGRAM THAT DOESN'T SELL GOODS SOON GETS THE BOOT-
RADIO STATION
OH, MR. SHULTZ, MOM WANTS A PACKAGE OF "BIG BOY" BISCUITS SHE HEARD ON THE RADIO-
I WANT A TOY, TOO!
WITHOUT THE REAL SUPPORT OF THE CONSUMER THERE COULD BE FEW CLASS PROGRAMS
TURN OFF THAT D— PROGRAM AND THROW OUT THAT SET!
THE KID APPEAL HAS PROVED A GREAT SELLING PLAN FOR MANY SPONSORS
THORNTON FISHER

Drawn exclusively for BROADCASTING by Thornton Fisher

Fraudulent Testimonials

COMPARE the label and the newspaper advertising of a nationally known vegetable compound. The label says, legally and innocuously enough, "Recommended as a vegetable compound in conditions for which this preparation is adapted." At the same time collateral advertising—which, remember, is not subject to the present Act—boldly perpetuates the claims which were formerly made on the label to the effect that this nostrum is good for female weakness, nerve trouble, "pains in the side," rundown condition, inflammation and other disorders. Any physician will tell you that this is utterly untrue.

Have you ever read one of the direct-mail leaflets that literally pour by millions into American homes? Read one of thousands mailed by a shirt salesman, who, becoming slightly more enterprising, found that he could sell to diabetics a concoction stewed from a weed called "horse-tail." The advertising leaflets say that this nostrum will cure diabetes; they actually contain testimonial letters from persons who have used the stuff and have certified that they were cured. The Department has some of these testimonials. It also has the death certificates of those who wrote the testimonials, and in every case death was due to diabetes.

Some of the so-called diabetes cures, trying to be more scientific, are made of Epsom salts, sugar and water. Pick up any secondary magazine and you are almost sure to find one or more advertised. These "cures" are worse than worthless — they are tragically criminal in view of the availability of insulin which, if properly used, will permit diabetics to live a normal span of life.

I do not wish to imply that all self-medication is wrong. There are many perfectly legitimate, truthfully advertised medical preparations on the market. But the average consumer is beginning to wonder about the advertising even of legitimate firms because he has been so often fooled by exaggerated and fraudulent claims of less ethical advertisers.

Blames Obsolete Law

CONSUMERS are naturally wondering why publications and radio stations will carry advertising which fraudulently claims that a product will cure diabetes. They want to know why the government permits such products to be sold. The trouble is that a 27-year-old law has become woefully obsolete.

The revised Food and Drugs bill before Congress, backed by the President and by the Department of Agriculture, will give consumers the degree of protection they want.

I shall not review all of its provisions here. I merely wish to

(Continued on page 36)

Wynn Net Opening Scheduled Sept. 25 Over Six Stations

Test Broadcasts Successful Many Sponsors Claimed

Mr. Gygi

AMALGAMATED Broadcasting System, Ed Wynn's third network project, will be opened formally over a six-station hookup in the east on Sept. 25, according to an announcement Sept. 11 by Ota Gygi, vice presider Final rehearsals of programs a now under way in the network seven New York studios, more tha a score of them having alread been broadcast experimentally ov several components of the netwo during the last three weeks.

"Other programs", an offici statement read, "received final a ditions before their acceptance b sponsors, of whom there will b more than 30 before the end of th month."

"New Deal" for Listeners

OPENING of the network ha been deferred several times sinc early this year, when it was firs disclosed. Mr. Wynn described th project as the "new deal" for ra dio listeners and in his first an nouncement stated that the com mercial credits in sponsored pro grams would be rigidly limited The original policy also was to a low affiliated stations to sell sus taining programs locally, giving the commercial credits at stati breaks.

The Atlantic Seaboard segment linking six low-power stations, i the nucleus of a projected nation wide chain competing with the es tablished networks and encom passing more than 100 stations The Gygi announcement state that the "Central" network will b opened next and will include fiv stations in the New York-New Je sey area designed to give "supple mentary coverage."

15-Hour Program

THE STATIONS in the easter network, opening Sept. 25, ar WBNX, New York; WTNJ, Tren ton; WPEN, Philadelphia; WDEL Wilmington, and WOL, Washing ton. The opening week's program Mr. Gygi stated, provides for a 15-hour, 9 a.m. to midnight, dail schedule after the inaugural fea ture at 8 p.m. the opening night Test programs, he stated, wer broadcast during the preceding three weeks, and everything tec nically is in readiness for the i augural.

Mr. Wynn himself will not b present at the opening. The fa mous comedian who has turne radio executive, is making a pi ture in Hollywood and is not ex pected to return to New York be fore October.

The announcement stated fu ther that "good taste" in radio en tertainment is claimed by Amalg

(Continued on page 36)

Stations, Agencies Await NRA Hearing

Baldwin Named Advisor for Industry, Nockels is Picked for Labor; Radio Code to Be Aired Sept. 20

By SOL TAISHOFF

WITH MANY stations already authorized to fly the Blue Eagle by their acceptance of new hour and wage provisions, arrangements virtually have been completed by NRA for a formal hearing on the proposed code of fair competition for the broadcasting industry, which will inevitably revamp business practices and trade relations among broadcasters, advertisers and agencies.

The hearing has been designated for 10 a.m. Sept. 20, before Deputy Administrator Sol A. Rosenblatt, New York attorney formerly associated with Nathan Burkan, general counsel of the American Society of Composers, Authors & Publishers. It will be held in the Caucus Room of the new House Office Building, Washington.

Guider Handling Hearing

MOST important of the developments since the filing of the proposed code Aug. 29, and the approval of substitute wage and labor provisions two days later, was the appointment by the Industrial Advisory Board of James W. Baldwin, former secretary of the Radio Commission, as industry advisor for NRA. Placed on the NRA payroll, it is his function to consult with Mr. Rosenblatt on all industry matters and to advise with him and other NRA officials on the drafting, approval and final promulgation of the code. The appointment was made Sept. 13.

Preparations for the hearing are in the hands of John W. Guider, Washington attorney recently appointed by the NAB to handle the case; Philip G. Loucks, NAB managing director who handled practically all of the preliminary drafting and negotiations, and Dr. Herman S. Hettinger, professor of the University of Pennsylvania, temporarily retained by the NAB as an economist and research specialist.

Code Group to Meet

IN FINAL preparation for the hearing a meeting of the NAB code committee will be held at 10 a.m. Monday, Sept. 18, at the Washington Hotel in Washington. Broadcasters desiring to offer suggestions relating to the proposed code may do so either by appearing personally before the committee or by submitting written statements to NAB headquarters in Washington. At the request of NRA, the Radio Commission has mailed notices of the hearing to all stations.

The committee consists of Alfred J. McCosker, NAB president, Mr. Loucks, F. M. Russell, NBC; Harry C. Butcher, CBS; G. A. Richards, WJR; Quin A. Ryan, WGN; John Shepard, 3rd, Yankee Network; Leo B. Tyson, KHJ; I. Z. Buckwalter, WGAL; John Elmer, WCBM, and Mr. Guider.

Mr. Baldwin's appointment came as he completed a tour of duty for the NAB in connection with the North American Radio Conference in Mexico City. On Sept. 1 he submitted to Mr. Loucks a confidential report on technical wave length problems containing recommendations for their "permanent solution." With this report he ended his work for the NAB and returned to private life. His association with NRA as industrial advisor is generally regarded as favorable, because of his decade of experience as a government official and because of his association with the regulatory end of broadcasting while secretary of the Commission, which post he left last March. Prior to his appointment to the Commission, he was chief clerk and held other executive offices in the Department of Justice.

Nockels for Labor

NAMED as labor advisor for NRA is Edward N. Nockels, of the Chicago Federation of Labor, which operates WCFL, Chicago. Mr. Nockels is well known to the broadcasting industry because of appearances before Congressional committees and the Commission in opposition to "broadcasting monopoly." He also has served in Washington for several years as the legislative representative of the American Federation of Labor and holds the post of general manager of WCFL.

It is expected that the labor advisory board will designate R. M. Willmott, radio engineer formerly of England, to aid Mr. Nockels on the broadcasting industry code. Mr. Willmott, now associated with NRA as technical expert of the labor board, will be remembered as the engineer who several years ago introduced a new directional antenna which won much commendation in broadcast circles. His antenna system now is in use at WFLA-WSUN, Clearwater, Fla., and he also has acted as consultant for other domestic stations.

Who the consumer advisor will be was not disclosed as BROADCASTING went to press.

Expecting Opposition

IN ANNOUNCING the hearing date NRA stated that the code was presented by the NAB, which claimed to represent 82 per cent of the volume of business done by the industry and 42 per cent of the radio stations. Terms of the proposed code were published in full text in the Sept. 1 issue of BROADCASTING together with supplemental data.

In the hearing preparations, particular attention is being devoted to anticipated thrusts of opposition from artists groups, record manufacturers, unrecognized labor organizations, and several hastily organized groups, which apparently will attempt to "muscle in" on the code with provisions to serve their own ends.

Mr. Guider, selected as industry counsel because of his attainments as a trial lawyer and his excellent radio background, is devoting his major attention to the preparatory work. He will be flanked by Mr. Loucks, who has been associated with the code procedure since the passage of the Industrial Recovery Act and who in large measure was responsible for the drafting of the proposed code upon which the hearing will be based.

Wage and labor provisions, while of great significance, do not appear to present a serious problem. The NAB has endeavored to comply as fully as possible with the NRA demands on these issues, and, should these provisions be adopted as submitted, they will entail an increase in employment in stations of about 720 and an increased payroll of about $1,000,000.

Outlaw Trade Practices

OF GREATER dollars and cents significance are the proposed trade practice provisions, which would outlaw rate-cutting, payment of excessive agency or representative commissions, acceptance of per inquiry business, song-plugging, excessive coverage claims, disparagement of competitors, lotteries or gift enterprises embodying the element of chance rather than skill, and similar provisions.

While the broadcasting industry code, of course, dominates in the interest of the broadcasters, there are a dozen other proposed codes which may directly affect radio advertising. Included among these are the codes of the music publishers, transcription companies, advertising agencies and practically all of the commodity groups which use radio advertising.

For example, of the several hundred codes submitted, some 75 have advertising provisions which may or may not affect broadcasting. These have been submitted both to NRA and to the Agricultural Adjustment Administration, handling the basic food commodity groups.

Wages, Hours Approved

APPROVAL of the NAB application for substitution in the President's Reemployment Agreement of provisions relating to wages and hours, was procured within 32 hours after the code was filed by Mr. Loucks and Mr. Guider. These provisions, regarded as exceedingly favorable, will remain in force until such time as the final code of fair competition is approved and promulgated.

It was emphasized that these labor and wage provisions should

(*Continued on page 38*)

Text of Official Notice of Hearing

NOTICE IS HEREBY GIVEN that a Public Hearing on this Code will be conducted by the Administrator, beginning at 10 a.m. Wednesday, Sept. 20, 1933, in the Caucus Room of the New House Office Building in Washington, D. C. and continuing until completed. An opportunity to be heard (either in person or by duly appointed representative either by appearance or by sending a written or telegraphic statement) will be given to persons or groups who can show a substantial interest as workers, employers, consumers or otherwise, in the effect of any provision of the proposed code.

Those wishing to be heard must comply with the following requirements:

(1) A written or telegraphic request for an opportunity to be heard must be filed before noon on Tuesday, September 19, 1933, with the Administrator, Room 4217, Department of Commerce, Washington, D. C.

(2) Such request shall state the name of (a) any person seeking to testify in the hearing, and (b) the persons or groups whom he represents.

(3) Such request shall contain a statement setting forth without argument, a proposal: (1) for the elimination of a specific provision of the code; or (2) a modification of a specific provision, in language proposed by the witness; or (3) a provision to be added to the code, in language proposed by the witness.

(4) At the Public Hearings, all persons are regarded as witnesses, and shall present orally facts only and not argument. Written briefs or arguments may be filed, but oral presentations will be confined to factual statements only.

(5) In the discretion of the Deputy Administrator in charge of the Hearing, persons who have not complied with the requirements of paragraph (1), above, may be permitted at any time prior to the close of the Hearing to file written statements containing proposals for eliminations from, modifications of, or additions to the code supported by pertinent information or argument. Such written statements must be condensed as much as possible.

Public hearings are solely for the purpose of obtaining in the most direct manner the facts useful to the Administrator, and no arguments will be heard or considered at that time. Representation of interested parties by attorneys or specialists is permissible, but it is not to be regarded as necessary. Industry, workers and consuming public will be represented by special advisors employed by the Government.

(Signed) HUGH S. JOHNSON, Administrator
SOL A. ROSENBLATT, Deputy Administrator

Dissolution of ASCAP Asked In Test Suit Filed By Baker

Action Taken In Name of WIP Charges Society With Being Illegal Trade Combination

FULFILLING the promise of legal recourse if private negotiations failed, Newton D. Baker, former Secretary of War, who is NAB copyright counsel, on Sept. 1 filed in the Federal District Court for the Southern District of New York a test case seeking dissolution of the American Society of Composers, Authors & Publishers, as an illegal combination in violation of the anti-trust laws. The suit was filed in the name of the Pennsylvania Broadcasting Co., operating WIP, Philadelphia.

The suit, bearing also the signature of Isaac D. Levy, vice president of WCAU, CBS official and chairman of the NAB Finance Committee, as co-counsel, also requests that the ASCAP contract with WIP for a flat sustaining fee plus the percentage of its gross receipts be declared void. This contract is the standard form of contract which ASCAP has exacted under protest from practically all stations.

Cancellation of the contract is asked on the ground that it is "part of a scheme forced upon plaintiff, to restrain interstate commerce." It is also asked that the defendants "be enjoined from commencing any copyright infringement suits or actions, upon the giving of a bond by plaintiff to secure the payment of such reasonable royalties as the court may adjudge."

Showdown on Copyright

THE SUIT is the culmination of more than two years' effort to come to an amicable arrangement with ASCAP on copyright royalties. It has no connection whatever, it was pointed out, with the investigations being made by the Department of Justice and the Federal Trade Commission into ASCAP to ascertain whether the organization is an illegal monopoly and whether Federal suits for its dissolution should be lodged. These Federal investigations it is understood, are nearing completion.

Named as individual defendants are Gene Buck, ASCAP president, Louis Bernstein, publisher, Jerome Kern, composer and E. C. Mills, ASCAP general manager, representing a cross-section of the ASCAP membership. The petition alleges that the suit is one in equity arising under the Sherman Anti-Trust Act, as supplemented by the Clayton Act.

Because the case is a "test" case and the circumstances under which WIP contends it was forced to accept a contract are the same with practically all stations, unusual importance attaches to it. It was a coincidence that the suit was filed on the very day on which ASCAP put into effect the 33 1/3 per cent increase in its percentage royalties from stations. The second year of the three-year contract began on Sept. 1 and stations must pay four per cent, instead of three, of their "net receipts" plus sustaining fees.

The petition brings out that WIP represents an investment of more than $250,000 and has a total gross operating cost of approximately $100,000 a year. It alleges that the membership of ASCAP comprises approximately 107 music publishers, including practically all of the leading publishing houses in the United States and approximately 700 composers and authors of popular and classical music and lyrics.

In behalf of ASCAP, Mr. Mills stated in an interview published in the Sept. 9 issue of the NEW YORK SUN that his organization was "glad" to have the case tried. "We'll go further," he asserted, "and offer to cancel the contract with any station, but I would not want to say that our new terms would be as satisfactory to the broadcasters as the present one."

Almost simultaneous with the suit came another issue of "Words & Music", ASCAP propaganda organ produced by Ivy Lee. Strangely, the lead article states that frequently it has been asserted that ASCAP is "fighting" radio, but that "nothing could be further from the truth." Yet the remainder of the blast purports to show how radio has depleted Tin Pan Alley's revenues.

Text of Complaint

THE BODY of the complaint follows in full text:

"In pursuance of the aforesaid objects, said association requires: (a) that each member assign to the association the entire and exclusive right of public performance of all copyrighted compositions owned or controlled by such member; (b) that each member agree to assign, from time to time, such entire and exclusive right to all original compositions which he may in the future compose, or the rights to which he may in the future acquire; (c) that each member agree not to grant any individual licenses in derogation of such assignment; (d) that each member surrender the right, individual to the copyright owner, to fix or determine the terms or conditions of any license or licenses covering his own compositions; and (e) that each member surrender his individual right to any profits otherwise traceable to the licensing of his compositions.

"In further pursuance of the aforesaid conspiracy to control and restrain the agencies of interstate commerce, including the radio broadcasting facilities of this plaintiff, the defendants, acting as the officers and agents of said associations, have adopted and have compelled plaintiff to accept, under threat of prosecution for copyright infringement, a standard form of license agreement for radio transmission covering all of the copyrighted compositions which have been, or may in the future be assigned to the association by its members, a copy of which contract is hereto attached and marked "Exhibit A". Defendants refuse to license the broadcasting of particular compositions, or the compositions of particular composers or authors, or to grant licenses for any limited number of performances, so that the plaintiff and other radio broadcasting stations are compelled to

(*Continued on page 32*)

'RADIO MONOPOLY' British Leaders Attack BBC After Being Rebuffed

IN CONNECTION with the debates on the American vs. the British system of radio control to be held in schools throughout the country this semester, sponsored by educational groups opposed to the American Plan of broadcasting, the following dispatch from the London Bureau of the NEW YORK TIMES, published Sept. 11, is of significance:

Sir Austen Chamberlain, David Lloyd George and Winston Churchill have been rebuffed by the British Broadcasting Corporation after they had accused it of "discrimination" in political radio programs.

The three men made a joint complaint against their noninclusion in a series of political talks and objected especially to the allowing of party whips in the House of Commons to choose speakers. They asserted the broadcasting corporation was establishing a precedent "foreign to the spirit of British Parliamentary practice."

J. H. Whitley, chairman of the governing board of the corporation and former Speaker of the House of Commons, denied any precedent was being established. "Limitations of space", he replied, "made it necessary to confine this particular series to speakers selected from the government and the official opposition."

Coughlin Returns On 23-Station Net

FATHER COUGHLIN, noted Detroit priest, returns to the air via his special "Shrine of the Little Flower Hookup" for 26 weeks, starting Oct. 22. Fifteen stations and the eight stations of the Yankee Network have contracted to take the period, Sundays, 4-5 p.m., EST. According to Leo J. Fitzpatrick, manager of WJR, Detroit, Father Coughlin's advisor, the stations were asked no rate concessions and Father Coughlin is paying full card rates in every instance.

The network, arrangements for which were made by the Grace & Holliday agency, Detroit, will embrace the following stations: WOR, WJR, WGR, WFBL, WCAU, WJAS, KYW, WLW, KSTP, WCAO, KMOX, WHB, WGAR, WOC-WHO and WOL, with the following Yankee stations: WNAC, WEAN, WORC, WICC, WDRC, WLBZ, WFEA and WMAS.

Get Hudnut Series

TWENTY stations have been contracted for to carry the thrice weekly "Marvelous Melody" transcriptions of Hudnut Sales Co., New York, introducing its new "Marvelous" line of beauty preparations. Account is handled by Calkins & Holden, New York, recordings having been produced by Columbia Phonograph Co. Those securing the 10-week account were announced by the agency as follows: WSB, WFBR, WNAC, WBEN, WKRC, WGAR, WFAA, KOA, WDRC, WCCO, WSM, WCAU, KDKA, KOIN, WEAN, KSD, KPO, KOL, WRC and KHJ.

Southwest Network Appoints Chilton

KRLD and KLRA Manager to Head 12 Station Chain

APPOINTMENT of A. L. Chilton, manager of KRLD, Dallas, and operator of KLRA, Little Rock, as manager of the Southwest Broadcasting Co., as well as managing director of the five stations controlled by the network, was announced Sept. 1 by L. H. Armer, president of the regional network. Simultaneously, it was announced that KRLD and KLRA will be added to the chain as affiliated stations. Mr. Chilton succeeds Howard B. Davis who in August became manager of XEPN, Piedras Negras, Mexico.

With the addition of the new stations, the Southwest net now embraces 12 stations connected by wire, said to be the largest regional network. The stations of the net are KRLD and WRR, Dallas; KTAT, Fort Worth; KTSA, San Antonio; WACO, Waco; KNOW, Austin; KTRH and KXYZ, Houston; KFDM, Beaumont; KGKO, Wichita Falls; KOMA, Oklahoma City, and KRLA, Little Rock.

Key stations, Mr. Armer announced, will be in both Fort Worth and Dallas and special programs can be originated from other stations of the network. General offices will be at Fort Worth and commercial offices in the Kirby Building, Dallas.

In Fort Worth, new studios and offices are being constructed in the Texas Hotel, to be ready for occupancy by Sept. 15. Included among the four new studios will be an auditorium arrangement for symphonies and large assemblies, 21 x 47 feet and two floors high, with "live end-dead end" acoustical treatment. All studios are being treated in modernistic designs. Plans also are being made for equally elaborate studios in Dallas.

Takes Up "Chandu"

"CHANDU, the Magician," sponsorship of which was dropped Sept. 9 by Rio Grande Oil Co. on KHJ, Los Angeles, on Sept. 12 started over KNX, Hollywood, for Citrus Soap Co., San Diego (Citrus granulated soap) which is also sponsoring the "Growin' Up" series on various western stations. The agency, Earnshaw-Young, Inc., claims that the more than two years that "Chandu" originated in Los Angeles brought 480,000 fan letters.

Joseph C. Cummings

JOSEPH C. CUMMINGS, general manager of WOAI, San Antonio, Tex., and one of the nation's pioneer broadcasters, died at his home on Sept. 3 after an illness of several weeks. He founded the San Antonio station, which operates on a clear channel with 50 kw., and served two terms on the NAB board of directors. He was a charter member of the NAB. To the radio audience he was known as "Silent Joe" because of his brief and concise radio manner.

Why Radio Can Revive Banking Business

By FRANK A. ARNOLD
Vice President, Albert Frank-Guenther Law, Inc.
Advertising, New York

Financiers Advised to Take Cue From Roosevelt; Pioneers on Air Report Gratifying Results

Mr. Arnold

NEVER BEFORE in the short history of radio advertising has the time been riper for the nation's bankers and financiers to adopt it in an effort to win public confidence and increase widespread investments, according to Mr. Arnold, formerly director of development for NBC. Just before the national banking holiday, bankers were seriously considering broadcast advertising. Since the upheaval, however, most financial advertising budgets have been laid aside. Now, with business reviving, Mr. Arnold suggests that bankers use radio—a timely suggestion in view of the meeting this week of the Financial Advertisers Association in Chicago.

NEARLY every great division of industry has passed through the experimental period in the use of broadcast advertising and each has emerged with a clean cut and for the most part favorable impression as to its value as one of the great forms of present day advertising. More than 200 national advertisers of importance have used the broadcasting networks during the last two years and many of them have built up extraordinary records of accomplishment.

The banking and financial fields have been the last to recognize the importance of this new medium of publicity. Following the policy of conservatism which has always attended advertising in this field, broadcasting has hitherto been looked upon somewhat askance as to its use in a field where the traditions of the "Street" are still closely observed. It seems to me unfortunate that many business men, including those in the financial field, still regard radio broadcasting exclusively as a medium of entertainment regardless of whether the programs are sustaining or sponsored. While this was in a large measure true five years ago when broadcasting was just beginning to find itself, today the situation has radically changed.

One-Third Sponsored

THE INTEREST of the national audience at large in programs of informative and educational character and in fine presentations of music, far removed from the field of cheap entertainment, has increased in such volume that today only one-third of the programs on the air are sponsored or advertising programs, while the remaining two-thirds represent the contribution of the individual station or network to the educational and spiritual uplift of the people.

Financial advertising at the present moment has an unobstructed field which can be adapted along conservative lines as to program and be developed into a most potent medium of communication with the American home. In spite of the fact that during the last five years more than 100 financial, banking, insurance and similar organizations have sponsored radio programs, the banker, viewed nationally, is still looking at broadcasting and wondering whether or not it may be the solution of the many problems that are confronting him as the result of what has happened during the last six months.

I have been in the Wall Street district for eight months. During that period I have seen the greatest upheaval in the financial structure known to history. The general conditions of long continued depression as recorded in January of this year were bad enough, but just as the machinery of banking and finance was beginning to adapt itself to these conditions, it was dealt a solar plexis blow which resulted in that never-to-be-forgotten closing of all banks in the United States, the divorcing and liquidation of banking affiliates, investigations by the banking committee of Congress, followed by the Securities Act, which is just now occupying the time and attention of the investment houses in an endeavor to discover their future method of legally doing business.

National Campaign Balked

THE BANKER was seriously looking at broadcasting the first of this year. In fact it seemed to some of us that he was seeing the medium for the first time in the light of its potential value to his own business. But in view of what happened in the months intervening between January and July, it is not surprising that all forms of advertising and publicity, including the possible use of radio, were for the moment laid on the table.

There has never been any concerted action on the part of banking groups looking toward a network broadcast program that might represent favorably to the American people this great and most important business activity. On several occasions the question has been brought to the attention of the American Bankers' Association and while it has had serious consideration, it has invariably died in committee. Much the same thing is true of the Investment Bankers' Association as a group. No national campaign has come from that most distinguished and conservative group.

The Financial Advertisers Association, representing for the most part the advertising managers and publicity directors of our banks and financial institutions, has been not only alive but active in its appreciation of the possibilities of broadcasting and on numerous occasions has officially recommended its use to the banks and other institutions represented by its body. This association has also been progressive and open minded in its invitation to representatives of broadcast advertising to occupy their platform on various convention dates. Probably no organization directly connected with the financial structure of this country is so well informed as to this medium and its possibilities as the Financial Advertising Association.

It will be remembered that A. E. Bryson, at one time president of the association, was one of the pioneers in the use of this medium when, as vice president of Halsey, Stuart & Co. in charge of their advertising and public relations, he conducted what was then and continued for years to be one of the outstanding and as far I know the only national network program put on by a strictly financial house.

Advertising Renaissance

IN THESE DAYS of the "new deal" and with the changes that are coming from month to month, there is bound to be reflected in all forms of advertising the spirit of this new order of the day. I have had opportunity during the last few months to talk with many representative men in the financial district. Some of them know advertising, what it means and what it is capable of producing. Others do not pretend to know anything about advertising, but are anxious to know more about the new things which are contributing so much to the development of industry. Both groups, however, agree that we are rapidly approaching what might be called a renaissance in financial advertising.

The psychology of buying and selling stocks, bonds and other forms of securities has vastly changed from that of a few years ago. Multitudes of the so-called common people are speculating wildly and some think inadvisedly in the stock market. Others have had the unfortunate experience of investing in securities that have not proved altogether satisfactory. Sooner or later something will have to be done to induce the individual investor again to consider the purchase of securities on a somewhat different basis from that which may have marked his earlier investments.

One of the most progressive and level-headed executives said the other day: "I am not so sure but what the new psychology of advertising may be that of devising the proper way to drive the great masses of people into the investment field."

U. S. Radio-Minded

THE ANSWER to the question, "How may this be done?" is obviously by radio. No one will deny the fact that the people of the United States are radio-minded. If there were any doubts on this subject, President Roosevelt in his talks with the American people has long since dissipated them, for the individual reactions to his radio addresses have represented such a complete cross section of the American home as to render this form of approach, whether for purposes of instruction or invitation, of inestimable value.

The turning point in the favorable consideration of radio broadcasting by the banker was on that memorable Sunday night at the conclusion of the bank holiday when the President took the people of this country into his confidence, telling them frankly of his problems and the danger to themselves and the country at large, inviting their cooperation and support of the banks and finally asking them to share with him the responsibility for the result. Over 14,000 telegrams, radiograms, telephone calls and other messages were sent to the White House, demonstrating beyond doubt the tremendous responsiveness of the American people when once

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Let's Look at the Record!

An Editorial Reply to an Inspired Error-Ridden Attack on Radio as an Advertising Medium

IN THE Sept. 2 issue of EDITOR & PUBLISHER, trade journal of the newspaper industry, there appears a double-spread advertisement sponsored by more than 50 metropolitan dailies making extravagant claims about the superiority of newspaper over radio advertising. The theme of the ad is that "they can't dial you out of a newspaper."

The copy shows a business man in his easy chair at home, newspaper in hand. He is reaching for the knob of his set with a leering, disgusted look. Then this *story* is told:

"Ignorance and Prejudice," We Agree

"RADIO, of course, is the greatest phenomenon of all time and, as such, has earned its rightful and enduring place in the American home. Any one who says otherwise is either ignorant or prejudiced.

"But this doesn't mean that, in any sense, it has yet become or ever will become an authenticated advertising medium. People will laugh at your expensive jokes and dance to your marvelous music; but you have got to be very clever indeed and very brief if you expect to escape the deadly dial when you start talking physics and bath salts and tooth paste.

"Make this simple test: Sit back tonight and see how your own family deals with your own radio set. See if they don't pick and choose. See if they listen through any one complete program.

"Watch how they take the meat out of the cocoanut and, with what painful regularity, they throw the shell away. Then multiply what goes on in your own home and you have a pretty fair notion of what's happening to radio advertising all over the country.

Trend Away From Radio!

"THE RECENT decided trend of important advertisers away from radio and back into newspapers would seem to indicate that radio is subsiding rapidly into a mere brand-reminding form of publicity. The serious business of actually selling merchandise and of cleaning dealers' shelves is being returned into the known and established medium, because the whole world knows that, even if they wanted to, there is no way to dial your sales messages out of a newspaper. Newspapers have no knobs."

Were all this true, it would be a nice sales talk. To the national advertiser, the agency and the newspaper publisher himself, it is pure poppycock. If it wasn't, the ad would never have been conceived, because no one spends good money and racks his brain for ideas to fight an impotent or faltering enemy. He resorts to such tactics only in desperation when he realizes that the odds are against him and that his effectiveness and appeal may be waning.

Let's Take a Look at Record

IN A WAY it is unfortunate that these newspapers raise this issue—unfortunate for them. They have played the ostrich by digging their heads in the sand and failing to take advantage for themselves of the numerous lineage-building opportunities that radio advertising has opened to them. Broadcasters have been inclined to be conciliatory and not knock their newspaper competitors, on the theory that the two are supplementary and that there is plenty of room in the advertising field for both. It did not pick any fight.

As Al Smith says, "let's take a look at the record." First, we would like to find out where those newspapers got their information about the "recent decided trend of important advertisers away from radio and back into the newspapers * * *". That certainly doesn't jibe with the cold statistics of the networks and many stations, which show virtually "solid bookings" of evening time beginning this month. And what about spot business volume on independent stations, which already has reached a new high mark and gives every indication of increasing?

It is not necessary to gloss over the facts in answering the rest of the ludicrous statements in the EDITOR & PUBLISHER spread—statements made by frenzied publishers who nearly tore their trade association apart at their last annual convention on the issue of radio competition.

Does the Public Listen—and Buy?

NEXT, we come to sales talk on the air, to which, it is claimed, the listener does not listen. More bunk. If they didn't listen and didn't buy after listening, the cigarette accounts, all of the big ones, wouldn't be back on the air. Nor would the cosmetics, the local department stores, the banks—nor the butchers, the bakers and the candlestick makers. They measure *results*. That is all they are sold in radio.

Let them answer, too, the report of Commissioner Harold A. Lafount, after a month's tour of the west, that sales talk is no longer an issue with the listener, and that there is less complaint about program material than ever before. It is only the crusading, agitating anti-radio factions that keep this issue alive at all.

And about that knob. There are many statistics and surveys that could be quoted. All of them have shown that the listener really listens to his favorite programs and his favorite stations—and buys after he listens. Sample offers over the air and successful radio campaigns prove that. That's why the big advertisers are turning in ever-increasing numbers to radio. It is tried, tested and proved as an "authenticated advertising medium"—else how could it survive this long and actually be on the threshold today of a boom "time-buying" era?

A reader can shut his eyes, but a listener cannot shut his ears. If the advertiser and the agency produces an adroit salcs message, which they are learning to do with mounting finesse, he gets radio coverage and listener response in the form of increased sales.

Yes, newspapers have no knobs. But there is many a yawning wastepaper basket, subway train seat and living-room floor.

It is curious to note that, of the newspapers signing the cooperative ad we have quoted, no less than ten own and operate highly successful radio stations!

CHIMES - MUSIC And Comply with Mexican Rule; —New Station in Mexico City—

EVER WONDER why those chimes chime out so frequently over the big Mexican broadcasting stations? Here's the answer: The Mexican radio regulations require that sales talks shall not exceed two minutes in a single continuous announcement. There must be a musical interlude. That's where the chimes come in—two minutes of sales talk and then the "music" and then two minutes more of sales talk. Who will deny that the four bongs on the chime don't constitute a musical interlude?

Here's another tip apropos of Mexican stations. When the second letter in the call is "E" (i.e., XER) it denotes that the station is privately owned and commercial. When the second letter is "F", its a government station, purely Mexican.

Mexico's newest station is XEYZ, Mexico City, licensed for 10 kw. on 780 kc., a Canadian-shared regional channel. It was scheduled to begin operation Sept. 12, and according to its rate card will operate commercially.

KOIL Leased To Group Owning KFAB; May Be Start of Regional Net

LEASING of KOIL, Council Bluffs, Ia., to the Union Holding Co. of Lincoln, Neb., operator of KFAB and KFOR, Lincoln, has been announced to become effective Sept. 1. Negotiations for the acquisition of KICK, Carter Lake, Ia., 100 watter in the suburbs of Council Bluffs and Omaha, are understood to be under way, and plans are said to contemplate acquiring other stations for a regional network.

Deitrick Dirks, KFAB manager, becomes manager of the three affiliated stations, with John Henry, KOIL manager, remaining as manager of KOIL and the Omaha studios of KFAB. Either a national representation organization or Chicago and New York branch managers will be named.

Consolidation of the Omaha staffs of KOIL and KFAB released Royce Colon, announcer, who goes to the Southwest Broadcasting Co.; Max Vinsonhaler, studio director, and Mrs. Vinsonhaler (Pauline Hopkins), who go into independent producing in Chicago; Billy Williams, production man, who will do independent producing in Omaha; Norman Moon, staff tenor; Helen Berry, musical director, and Gertrude Redman, hostess.

The deal consummates negotiations which have been current for some time.

"Center of Population" Hookup Starts Sept. 15 With Its First Sponsor

THE "CENTER OF POPULATION" network, comprising WCKY, Covington-Cincinnati, WSM, Nashville, and WHAS, Louisville, was to begin operation Sept. 15, with both commercial and sustaining features. The first commercial over the hookup was Smiling Ed McConnell, under sponsorship of the Early & Daniel Co., Cincinnati (hay, grain and feed), through the Keelor and Stiles agency, Cincinnati.

Crazy Water Crystals is scheduled to begin on the network by Oct. 9, or sooner, with six morning programs per week, 52 weeks, featuring "Happy Jack Turner", formerly heard over WRC from Chicago. Additional accounts, it is reported, are now being negotiated. Edward Petry & Co. has been retained as exclusive national representatives for the group.

Permanent telephone lines have been leased by the stations from A. T. & T., for full-time service. Sustaining programs will be interchanged, and commercial features will be keyed from any of the three stations. The Early & Daniel program originates at WCKY, which station probably will key the bulk of the programs because of its proximity to the Cincinnati talent center.

Decision to form the network, according to an announcement of the group, was based on the conclusion that the three stations, each with high power and on clear channels, regularly serves a great center of population. They regarded the hook-up as exceptionally attractive since the stations reach the NBC red and blue audiences as well as the CBS audience. WSM is a Red outlet with 50 kw.; WHAS a CBS outlet with 25 kw. and WCKY a Blue outlet with 5 kw.

The three stations are being operated independently and no corporation has been formed. The hookup is being sold at combined card rates of the stations. The LOUISVILLE COURIER JOURNAL & TIMES, operating WHAS, is acting as fiscal agent for the group.

NBC Juvenile Director

JOHN MARTIN, noted social worker and author of "John Martin's Book for Children", has been appointed to the newly created post of juvenile director of NBC, having supervision of all children's programs. He was presented to the NBC-WJZ audience Sept. 6 by Mrs. Franklin D. Roosevelt, long a friend, who was introduced by M. H. Aylesworth, NBC president, from the Washington studios.

Business Is Keynote of NAB Convention

By PHILIP G. LOUCKS

Managing Director, National Association of Broadcasters

Code, Copyright and Trade Practices Dominate Program; Sykes to Speak; Record Attendance is Indicated

Mr. Loucks

THE ELEVENTH annual convention of the NAB to be held at White Sulphur Springs, W. Va., October 8, 9, 10 and 11, will be essentially a business meeting of the broadcasting industry. Having in mind the numerous important topics requiring action of the membership, the General Convention Committee, headed by Edwin M. Spence, WPG, Atlantic City, has listed few formal addresses. Most of the six business sessions will be devoted to discussion of problems touching every segment of the industry.

Copyright, the broadcasters' code and the recent North American Radio Conference will head the list of subjects for discussion although of equal importance will be commercial, engineering and program topics upon which NAB committees have been working since mid-summer.

Sykes to Speak

JUDGE E. O. SYKES, chairman of the Radio Commission, has accepted an invitation to address the convention and his speech will feature the opening session on Monday morning.

A general survey of the year's activities and plans for the future will be included in the address of President Alfred J. McCosker, who has led the NAB through the busiest year of its existence.

A tentative program is now being whipped into shape and will be announced at a later date.

Developments in the copyright controversy will be outlined in a report by Oswald F. Schuette, NAB copyright director, and a report on the North American Radio Conference will be presented by James W. Baldwin, who represented the broadcasters at the Mexico City Conference.

NRA Code Listed

THE REPORT of the Managing Director will present a resumé of the general activities of the association since the St. Louis Convention.

The public hearing on the broadcasters' code of fair competition, submitted to the National Recovery Administration Aug. 31, will be held on Sept. 20 and it is expected that the code will be approved shortly thereafter. While it is very likely that the industry will be operating under the permanent code at the time of the convention, nevertheless adequate time has been set aside for a discussion of its provisions.

Following the meeting of the Commercial Section at Grand Rapids, last June, the Commercial Committee undertook a number of important studies with instructions to submit reports thereon at the annual meeting. Among the subjects to be covered in this report are the creation of a Radio Audit Bureau, promulgation of standards affecting merchandising service, standardization of units of sale and associated practices, and station relationship between advertising agencies and station representatives.

Trade Practices Stressed

THE PROVISIONS in the trade practices section of the broadcasters' code add new importance since the actions of the convention on these topics will govern to a large extent the administration of the code provisions. The broadcasters' code also will stimulate interest in the subject of uniform accounting methods for stations.

At the Chicago meeting of the Engineering Section last June the Engineering Committee was authorized to study the quota system and to make suggestions for revision which would result in possible increase in facilities for broadcasting stations. Much of the discussion during the period set aside for the Engineering Committee undoubtedly will center around this phase of the Committee's report.

Under a resolution adopted at the St. Louis convention, a committee was appointed to revise the NAB constitution and by-laws. This committee has nearly completed its work and a new constitutional instrument will be laid before the meeting. A provision in this revised draft of interest to every station relates to a new basis for the assessment of dues.

Reduced Fares Arranged

THE ASSOCIATION has been given reduced railroad fares and members will be able to travel to the convention and return to their homes for fare and one-third. The Greenbrier Hotel has set a special rate for delegates and each will be given the choice of the American or European plan. As has been the practice during the last three years, all stations, members and non-members, will be invited although non-members will not be entitled to attend the business session.

The terms of the President, First Vice President, Second Vice President, Treasurer and five directors will expire at the time of the convention and balloting will be to fill these vacancies. The term of the Managing Director also expires and this vacancy must be filled by the newly elected Board of Directors.

The NAB Golf Tournament, which has become a regular feature of NAB Conventions will be held on Sunday, probably continuing throughout the day. A meeting of the Board of Directors has been scheduled for Sunday evening.

St. Louis Programs Filled

AT THE CONCLUSION of the St. Louis Convention last November the officers and directors of the NAB were faced with the most comprehensive program ever outlined by the NAB. Virtually every phase of this program has been executed during the last ten months and the membership will be asked for new instructions.

Despite the depression the NAB membership has continued to grow and the roster will list nearly 300 stations at the time of the October meeting.

NAB history was made during the year. Every phase of station operation will be touched upon in the reports of Association officials and committee chairmen. Everyone interested in broadcasting will find these reports interesting and instructive. But more important than this, everyone interested in broadcasting should help in the formulation of a program for 1934 which will lead the industry generally to better service, greater stability, and more profitable operation.

Reservations should be made by direct contact with the Greenbrier Hotel at White Sulphur Springs. The special rail reduced rate is to be obtained by the "Identification Certificate Plan". These certificates already have been ordered by the managing director and it is expected that they will be ready for distribution within a few days. Full instructions will accompany the certificates when they are sent to members from NAB headquarters. Non-members desiring to attend the convention may obtain the certificates by making application to the managing director's office in Washington.

Greenbrier Hotel, White Sulphur Springs, W. Va., where NAB convention will be held.

Hanley Urges Station Mergers To End Needless Wrangling

Favors Compromises on Time-Sharing Facilities Rather Than Expensive Litigation

Mr. Hanley

SETTLEMENT of local competitive controversies among broadcasting stations by consolidations and mergers so devised that they will not run counter to the spirit of the anti-monopoly statutes, is advocated by Federal Radio Commissioner James H. Hanley.

Representing the fourth zone of middlewestern states, Mr. Hanley declared in an interview with BROADCASTING that he felt everybody concerned would benefit if stations in the congested areas, now sharing time or otherwise in conflict, would pool their facilities and resources. If broadcasters would take a compromising rather than a bellicose attitude, he said, their financial as well as their public service condition would benefit.

Mr. Hanley referred to the current applications of several Wisconsin stations for the facilities of clear channel outlets in Illinois, seeking to procure these facilities by litigation. Similar applications are constantly arising in other metropolitan areas like New York and Los Angeles, he pointed out, resulting in protracted litigation and great expense to all concerned, including the government.

Would Arbitrate Conflicts

"THE PRINCIPLE of arbitration and compromise, or mutual merging or combining of station facilities might well be introduced in radio to clear up these 'conflicts'", Mr. Hanley declared. "Then overlapping and duplication, which is bad business, could be eliminated. There are mergers in business generally and in banking and in commerce, for economic and public service reasons. Why not merge some of these stations and get the problems of good broadcasting under control?

"The arbitration principle should be encouraged. Mergers are necessary in many cases for the economic salvation of stations. There is strength in union and litigation is expensive. By getting these warring factions together by compromise, rather than litigation, more people will be pleased.

"I have been engaged in the practice of law for 25 years. In the short time that I have been associated with the regulation of radio I think I have noticed more venom, spleen and showing of teeth by stations in litigation than in any other line of law.

"I am in favor of holding hearings in the field as close to the location of the stations involved as is possible. While the law allows hearings in the field, the Commission has not yet pursued that course. I am urging such action by the Commission."

Mr. Hanley also advocated greater "listener reaction" to programs as a means of improving service. He said he has been making a detailed study of broadcasting, principally from the listener viewpoint, and favors the periodical mailing of questionnaires to leading citizens, public officials, school teachers, educational societies and similar organizations to procure a cross-section of listener opinion.

Educational broadcasting, the commissioner asserted, should be promoted. "These programs", he declared, "should be made entertaining and attractive, and not too academic or scholastic. Such educational programs on public questions being given by Louis Howe (secretary to President Roosevelt) are not only informative, but are educational as to the things emanating from the chief executive. The trouble with educational programs today is that they are too cumbersome and too dry. Listeners cut them off."

On the question of censorship, Mr. Hanley said he was opposed to it, but felt that a measure of discretion in subject-matter broadcast must be exercised by the station head. "Inasmuch as the broadcasting studio differs from the soap-box as a rostrum", he declared, "and inasmuch as one is licensed by the government and the other is free-lance, the licensees of these stations should exercise more control over the subject-matter broadcast and should not permit data that might stir up dissension. Stations should not allow broadcasts which assault, offend, arouse and irritate or stir up religious bigotry. Such broadcasts are not in the public interest, convenience and necessity."

NRA Radio News

AT THE suggestion of the National Recovery Administration the NAB has queried local independent broadcasting stations as to whether they would be interested in receiving from NRA a series of news flashes on the recovery drive. According to Philip G. Loucks, NAB managing director, the response thus far received has been very favorable and the inauguration of the service is indicated.

GOOD SAMARITAN CAMPAIGN

Civic, Church and Charitable Organizations Enlist Eagerly In Sponsored Merchandise Contest

By HAROLD WHEELAHAN
Manager, WSMB, New Orleans

Mr. Wheelahan

HERE IS an idea we have worked successfully twice. The first one ended a month ago, and we had no difficulty in getting renewals. It is called the "Good Samaritan Campaign", so named because $2,000 is awarded to church, school and civic or charitable organizations. This is approximately 20 per cent of the gross income received from participating merchants in the radio program. Organizations pay nothing to earn this money. Their member-workers donate their time, however, in gathering sales slips, labels, and other evidences of purchase from the merchants participating in the radio programs.

To be successful, a specialty man should work out all details of the program, and a woman very active in club or church work should be employed. To net card rates, the announcements for the radio program should be sold for 30 per cent to 40 per cent above card.

Besides radio advertising the sponsor obtains the following benefits:

His name is listed on pamphlets that go into the homes of all members of participating organizations (in our case over 20,000) in addition to the homes of members' relatives and friends.

The buying power of these homes is naturally concentrated on the merchants and products whose names are listed.

The merchant is associated with a charitable and goodwill movement that gets tremendous publicity by radio and word-of-mouth advertising.

The organizations enter the contest with enthusiasm. Many organizations write letters of appreciation if they win as little as $10 or $20. The prizes are graduated so as to make as many prizes as possible, at the same time retaining a fairly large amount for the first prize for each two-week period and the grand prize. Prizes are awarded on a basis of one vote for every penny of purchase—a sales slip for $10 means 1,000 votes. The organization turning in the largest number of votes each two weeks wins a prize. The totals are carried forward for final participation in the grand prize. It is possible for almost every organization to win a prize. Smaller organizations can hold out their votes for several weeks to bulk them for participation in a single period.

While the Good Samaritan Campaign entails considerable initial work in getting organized, it runs smoothly and almost mechanically from that point on. We have found it profitable financially as well as being an excellent publicity and goodwill builder.

The radio program can be produced with one or two artists on each program or with phonograph records. The Good Samaritan news may be injected in the program.

Provensen Named Head of WLBW; Was Former Presidential Announcer

Mr. Provensen

HERLUF PROVENSEN, assistant manager of WRC and WMAL, NBC - operated stations in Washington, has resigned to accept the post of general manager of WLBW, Erie, Pa., effective Sept. 15. He succeeds Eugene V. Cogley, who resigned as president and general manager of Broadcasters of Pennsylvania, Inc., operating the Erie station.

Mr. Provensen, well known in radio and to the listening public as a former Washington feature announcer for NBC, turned to commercial program development early this year. He came to the NBC Washington division as supervisor of announcers in 1929, handling White House and special event assignments. He was appointed assistant manager of the stations last March.

As general manager of WLBW, a CBS outlet, Mr. Provensen will assume full charge of all departments of the station. Although only 25 years old, Mr. Provensen has had much experience in station operation and has made rapid strides in the industry. His elder brother, Marthin, is on the NBC San Francisco staff.

Just prior to his departure for Erie, Mr. Provensen married Miss Hester Walker Beall, night hostess at WRC. Miss Beall also has been instructor in public speaking at the University of Maryland and conducted a radio public speaking class in Washington.

Success of Threads, Inc. Arouses Textile Makers

THROUGH a successful merchandising campaign arranged by WBT, southern CBS key, Threads Incorporated, Gastonia, N. C. (Mother's thread) sponsor of a bi-weekly series of quarter hour productions called "Threads of Thought", has been able to double its sales for this summer as against last. Client attributes terrific increase in business to WBT programs and clever store merchandising.

Use of placards, posters and an appeal to mothers through the program, the idea will in all probability induce many other large textile manufacturers in the south to use radio, according to William Schudt, Jr., WBT manager.

Program includes homely philosophy by the "Old Timer" with a background of organ music. Commercial plugs are cleverly worked into regular parts by the "Old Timer" and with a soft voice the product is sold to the listeners.

WBS Rate Changed

WORLD Broadcasting System, which announced a new transcription service in the Sept. 1 issue of BROADCASTING has changed the rate for the two-hour service from $65 to $70.

Reaching Children With Indian Lore

Department Store's Juvenile Program Is Merchandised So That Adults Are Reached Through Youngsters

HENRY MAYERS, president of The Mayers Co., Los Angeles agency, says that the KFWB Lone Indian program interests the children and sells merchandise to their parents. Besides the five times weekly program, the children have an Indian Village at Walker's Department Store, join the tribe, take part in campfire circle entertainment, collect "wampum" and get prizes. Besides out-and-out entertainment, there are also educational features by which the boys and girls learn handicraft, early American history and legends and folk lore of the Indians.

ROBERT E. CALLAHAN—Creator and narrator of highly successful Lone Indian series.

By HENRY MAYERS
The Mayers Co., Los Angeles
as told to
DR. RALPH POWER

DEPARTMENT stores everywhere have staged radio programs that have made an instant and everlasting appeal to children.

But a program that would not only make a bid for juvenile favor, but would also have a merchandising angle for the grown-ups as well is another matter.

The Mayers Co., which for several years has been handling the radio account for Walker's Department Store, Los Angeles, has supervised for Walker's the Lone Indian program over KFWB, Hollywood, 15 minutes five afternoons a week. Allan Jackson has been the station's contact man.

First, as to the program itself, Robert E. Callahan, who wrote "The Heart of an Indian" and other Indian stories, has created the radio episodes and also acts as narrator for the series.

The program opens with a transcription which combines the melodious strains of "By the Waters of Minnetonka" with sundry Indian war cries and campfire calls.

Then the adventures are narrated and enacted. The present series tells of the Poole Caravan and its cross country trek in the midst of thrilling escapes from the elements, hostile Indians, white marauders and other perils of the open country.

Real Indian Talent

THE VARIOUS scenes are acted out by real Indian talent and many of the episodes enable the producers to introduce authentic Indian chants and ceremonials, Indian folk lore and true-to-life incidents from the life of an almost-forgotten people.

So much for the program itself. Now for the activities in interesting the children. A Lone Indian Camp Fire Circle was organized with headquarters on the fourth floor of Walker's. The Lone Indian Council Tepee was lodged there and all activities centered there.

The boys are called Lone Indian Braves while the girls are Lone Indian Maidens. From time to time the tribe meets at Walker's for talks and exhibits of Indian handicraft, at KFWB to see special broadcast performances and on the outskirts of town at a "modern Indian village" for barbecues and sundry other affairs.

Sales Slips as Dues

MEMBERSHIP is secured by presenting a sales slip from the store to the value of a dollar. Thereupon the Brave or Maiden is given the Lone Indian Character Pledge. the Lone Indian Emblem Pin and a printed Manual for Members. The new member's name is inscribed on the roll of the tribe.

The character pledge presented quite a problem. Supposedly it should be on birch bark. But so many difficulties were encountered that a substitute was made. The print is done on a thin piece of bark which is cemented on a transparent piece of linen for a back. This makes it much more durable than regular birch bark and but few people know the difference.

Since the programs started six months ago Walker's has enrolled some 14,000 boys and girls in the tribe. And each, of course, has meant a cash purchase of from one dollar upward.

But that, of course, has not been enough in itself. So we started another merchandising angle through the use of sales slips.

Wampum as Tokens

WE HAD bits of copper run off with "Walker's Lone Indian Wampum" stamped thereon. There is a small hole in each piece and children may either string them on wire as a good luck charm or trade them in at the council tepee.

The wampum pieces are each given on the basis of a dollar purchase in either department of the store. Five of them may be exchanged for a Lone Indian beaded good luck charm. Ten will get a Zuni beaded rabbit's foot charm. It takes 40 to secure a Navajo beaded head band. A hand woven Indian runner is worth 80, and a hammered silver bracelet with seven turquoise settings at one hundred. There are nearly fifty different prizes in all.

More than 25,000 pieces of wampus have been put in circulation.

Once such a program is well under way it is not difficult to keep up sustained interest. The Braves and Maidens meet at the campfire to learn the Lone Indian chant. When this is out of the way, they take lessons in how to do the campfire dances. Then there is more or less activitiy in drama, and the youngsters every once in a while stage and produce a drama of Indian life.

Mystic Angle Appeals

OF COURSE there are mystic signs, passwords and other things so near and dear to the hearts of the youngsters. And they learn how to decipher Indian signs and a good deal of early American history that is more or less drudgery when gleaned solely from dry text books.

The Lone Indian membership pledge reads:

I will be good to mother and father
I will speak softly and not speak ill of anyone
I will be kind, cheerful, gentle, calm and friendly with everyone
I will think before I speak
I will help protect the flowers and trees
Every day, in some way, I will try to make others smile and be happy
Each morning when I climb from bed I will face the East, smile, make the sign of the Lone Indian Tribe and say the Indian word "How-kola", meaning Friendship and Good Luck

And that is how the Mayers Company has given the Lone Indian program a successful merchandising angle. It has kept and sustained the interest of the children and, through them, the parents.

It is, I think, an example of a successful campaign that can continue without interruption for a long, long time.

Southwest Ford Dealers Use 3-Station Hookup In New Radio Campaign

IN LINE with the new district publicity plan of the Ford Motor Co., which recently started to use radio via special regional NBC-WEAF hookups with "Lum and Abner," the Ford dealers of Oklahoma and Texas went on the air over WFAA, Dallas, the night of Sept. 6 in a new cooperative campaign handled by the Dallas office of Tracy-Locke-Dawson, Inc. The program is a weekly musical called the "Feel of the Ford Revue," and is keyed from WFAA to KVOO, Tulsa, and WKY, Oklahoma City.

The Ford company recently allowed all of its dealers an advertising budget of $3 on each car sold. The southwest radio campaign is part of a general campaign with simultaneous newspaper and other advertising. Miss Nancy Garner, Texas native and niece of Vice President Garner, who has been appearing in New York on stage and radio, is the featured artist in the Wednesday night series, with Lasses White and Honey Wilde, blackface comedy team, and 22-piece orchestra. Other novelties are to be added from time to time.

Oliver Riehl, of the NBC Chicago production staff, was in Dallas to coach the initial broadcasts. The program is staged from a hotel auditorium, seating 1,000, and it is planned later in the campaign to send its principals on personal appearance tours in Fort Worth, Tulsa and Oklahoma City.

Time From Arlington

HOURLY time signals as broadcast by the U. S. Naval Observatory from Arlington, were inaugurated Sept. 7 by WOR, Newark, with an introductory talk on naval time signals by Rear Admiral Yates Stirling, New York naval commandant. An oscillator at WOR, picking up the signals from Arlington, delivers a musical note on the stroke of every hour. The correct time, within a fraction of a second, is at the termination of the musical note. The service is given through the day from 7 a.m. to midnight, irrespective of the program on the air.

Net Boosts WJR Rate

AN INCREASE in the network rates for WJR, Detroit NBC-WJZ outlet, was announced to clients Sept. 9 by Roy C. Witmer, NBC eastern sales vice president. Effective immediately, the rates are one hour, $500; half hour, $312, and quarter hour, $196, for the periods from 6 to 11 p.m., Detroit time, all other periods being half these rates. The former rates were $340, $212 and $132. The boost followed conferences in New York between NBC and WJR officials.

SMITH BROTHERS, Poughkeepsie, N.Y., will use radio with other media to promote the "Vitamin A" angle in its cough drop advertising; Hommann, Tarcher & Sheldon, New York, handles account.

Moratorium On Radio Conferences?

Mexico Should Be Given Time to Enforce New Rules While U. S. Licenses and Power Are Increased

By JAMES W. BALDWIN

Mr. Baldwin

DESPITE the failure of the recent North American Radio Conference to reach an agreement on the distribution of broadcasting channels, the results of the parley may be termed satisfactory, if properly appraised, according to Mr. Baldwin, who was the NAB representative at Mexieo City. The broadcasting industry in this country should aid the government in making a careful survey of radio's future before drafting a plan of allocating frequencies, he contends, while Mexico is allowed time to make effective its new regulations. Meanwhile, however, steps should be taken to obtain 15-year licenses and considerably higher powers for all classes of U. S. stations.

THE MEXICAN Radio Conference ended without agreement effecting an allocation of broadcast frequencies to North and Central American countries. That sentence, in the light of all the circumstances, is equivalent to saying, "The American broadcasting industry has escaped destruction." Why? Because the United States accepted an invitation to participate in a North and Central American Radio Conference without first determining what the demands of the other participating nations would be and without making provision for satisfying those demands. Instead, three high government officials, constituting the United States delegation, accompanied by about a dozen technical assistants, interpreters, translaters, clerks and stenographers, travelled to Mexico City to learn it would require all of our 40 clear channels and 11 of our regional and local channels to satisfy the initial demands of the other participating nations.

Results Satisfactory

THERE simply is no excuse for such procedure. The demands of the other participating nations were such that any agreement that could have been reached on the allocation of frequencies would have been cause for a complete reallocation of broadcast frequencies in the United States with the imposition of severe restrictions upon existing service areas and in all probability the elimination of several stations. A reallocation alone would have inflicted upon the industry a financial burden which could not have been borne without serious consequences to a great number of stations. Therefore, when properly appraised, the results can only be termed satisfactory. The American delegates, after walking into a very bad situation handled the matter in a manner which should be satisfactory to every one concerned.

It does not follow that the matter is ended. The industry cannot afford to forget and wait as it did after the Madrid convention. The facts must be faced squarely and dealt with equitably. A brief review of the situation as it affects the United States and the Republic of Mexico will show the necessity for such a course.

The Case for Mexico

MEXICO'S minimum demands are said to have called for 12 exclusive channels. Of course such demands cannot be justified. But Mexico has a case that is not without merit. It is a mistake not to show full appreciation of the fact that that country after years of turmoil and strife, fed by many revolutions, has emerged with a strong central government whose aims and purposes are to improve the economic conditions of their people and their nation and to promote international good will. And it is apparent to the most casual observer that their plans are meeting with success.

Then there is the growing consciousness of her people of the material and cultural wealth of the nation which is not to be overlooked when their government representatives meet at a conference table with the representatives of other governments. It is not strange, therefore, if the Mexican delegation resented the position taken by the United States delegation in respect to the border stations in Mexico. They feel fully capable of managing their own internal affairs. And they are. They are aware that although the United States refused to surrender a single frequency for use by any existing or proposed border station in Mexico the United States only last year surrendered certain frequencies to the Dominion of Canada, and that at least one of those frequencies is used near the Canadian border for the primary purpose of rendering a program service to an American audience.

Mexico's New Rules

ON THE OTHER hand the United States delegation was justified in considering the uses made of frequencies on the Mexican border—whether they are used in a manner that can build international good will or whether a continuation of present uses may be prejudicial to international good will. In this connection it should be borne in mind that the Mexican government recently promulgated a new set of rules and regulations for the administration of radio. The new regulations provide for strict government supervision and give to the communications and health departments ample powers to prevent the broadcasting of programs which might be inimical to the health of listeners or otherwise inconsistent with sound public policy.

Any future negotiations should be delayed until responsible Mexican officials have had opportunity to enforce the new regulations. Because, if the nations of North and Central America are so related geographically as to require a formal treaty for the use of the broadcast spectrum, then it is equally important that the question of program material broadcast by stations located at or near the border be given the same degree of consideration. When these conditions are met, and it must be assumed they will be, the fact remains Mexico is not recognized in the broadcast spectrum. Mexican stations according to reasonable interpretation will still be "outlaw" stations. That is not a healthy condition for broadcasters in any of the nations concerned. As for the American broadcast industry that condition will remain a constant threat to stability.

U. S. Industry Should Aid

IT IS reasonable to assume that the assignment of frequencies to Mexican stations in multiple numbers of ten, as the Mexican delegation has agreed to do, will result in the operation of the higher powered stations in Mexico on the channels now used exclusively by the Dominion of Canada. If that happens it may improve the interference conditions in the United States but it will not solve the problem. Canada cannot be expected to submit to greater interference without protest.

As I see it, the industry should put faith in an effective administration of radio in Mexico and undertake to find ways and means whereby the interested governments can reach a mutually satisfactory agreement concerning the

(*Continued on page 30*)

Col. Brown is Optimistic Over Radio Prospects After Southern Jaunt

HIGHLY OPTIMISTIC reports on radio business conditions in the south and southwest were brought back to Washington Sept. 6 by Vice Chairman Thad H. Brown, second zone commissioner in charge of the field inspection force, when he returned with John B. Reynolds, assistant secretary of the Commission, from an inspection tour that took them to Kansas City, Dallas, Fort Worth, San Antonio, Houston, New Orleans and Atlanta.

The primary object of the trip was to aid federal district attorneys in preparing their cases against about a dozen alleged "outlaw" broadcasting stations in Texas, which have been operating without licenses. Col. Brown said the first case will go to the grand jury at Amarillo Sept. 18 and the second to the grand jury at Houston early in October. Ten other cases are pending, he said, although all but four of the "wave pirates" in western Texas have quit the air since they learned of the federal government's plans to prosecute.

"We visited nearly all the broadcasting stations in the cities where we stopped," said Col. Brown, "and almost without exception they reported they were coming out of the slump. Most of them credited the industrial recovery program, especially the public works plans, for the improved business conditions reflected in an increasing number of sponsors going on the air."

Hettinger Book Covers All Angles of Radio Ads

EVERY ANGLE of radio advertising, mustered into a comprehensive and thoroughly indexed volume, will be treated in "A Decade of Radio Advertising", a book written by Dr. Herman S. Hettinger, of the Wharton School of Finance, University of Pennsylvania, which will be published by the University of Chicago Press in mid-September. Dr. Hettinger is now on summer vacation leave working up a statistical service for the NAB. The book will cover the economics of radio as an advertising medium, covering stations, networks, representatives, agencies, rates and trends in each of these divisions. A section will also be devoted to the psychology of radio advertising.

Farm Radio Post

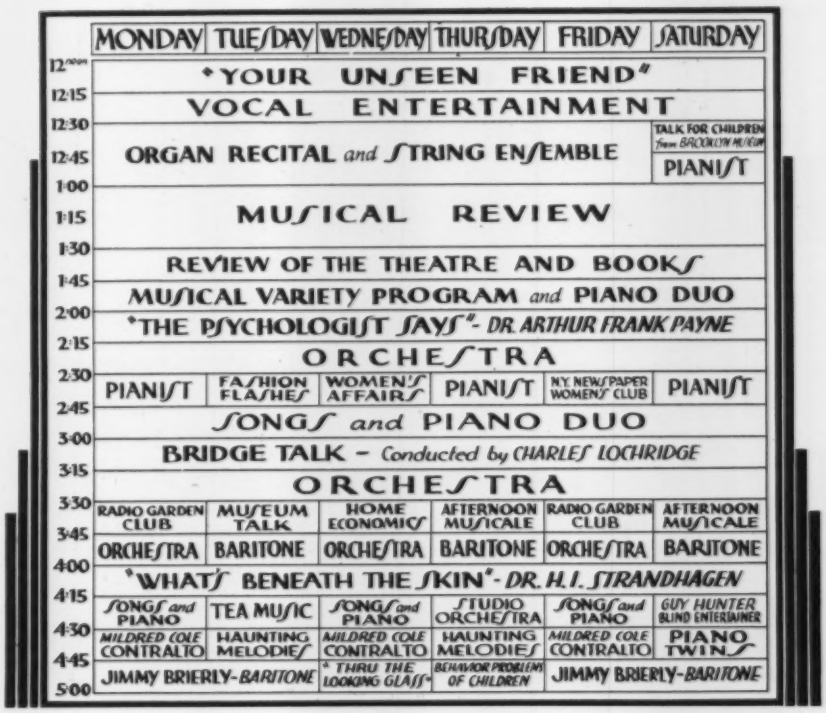
A CALL for applications for the position of agricultural radio program manager in the information office of the Department of Agriculture at San Francisco was issued by the U. S. Civil Service Commission Sept. 6. Selection will be by competitive examinations, the entrance salary ranging from $3 800 to $4,600 a year minus the federal 15 per cent cut. Full information may be obtained from the Commission offices in Washington or from any postoffice or customhouse.

At last!

An Afternoon Program designed for the Woman!

AN ENTIRE afternoon program designed for women listeners*—each feature so interesting, so perfectly fitted into their daily activity—that women in the New York Metropolitan Area will keep their radio sets tuned in all afternoon! That is what WOR, after weeks of careful planning, has achieved in its new series of afternoon programs!

Study this typical week's schedule. See how each feature in this balanced program dovetails into the woman's daily afternoon routine. Note how all the talks are interspersed with music—never a chance for monotony.



Indicative of the success of these programs is the large daily mail response being received by "Your Unseen Friend" (who discusses personal problems)—by Dr. Arthur Frank Payne, eminent psychologist—by Charles Lochridge, bridge authority—by Dr. H. I. Strandhagen, who talks on the care of the skin.

The audience is ready for you. Let us tell you how you can employ one or more of these programs to sell your product in the world's richest market.

An audience of tremendous value to you, since women buy 85% of all merchandise.

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James F. Fay, Statler Bldg.

How Radio Boosts Insurance Sales

Ohio Farm Mutual Finds Chatty Noonday Broadcasts Over WLW Help Sell Automobile Policies

By FLORENCE SMITH
Ohio Farm Bureau

THE STORY of a program that is selling automobile insurance is told in this article. The Ohio Farm Bureau Mutual Automobile Insurance Co. began the program over WLW last June and immediately noted an increase in its business. In July applications increased 2½ times over July of the year before, with the credit given to the program, developed and handled by Bertha Koch Wulff, radio advertising consultant of Columbus. Although designed for the farm audience, the program drew surprising response from urban listeners.

ADVERTISING with a very direct human element in it, and a news program that ties in with the commercial in an everyday sort of manner, are features of the Farm Bureau Mutual Automobile Insurance Company's radio programs which are building an ever increasing audience for this noon day hour. Sponsored by the insurance company, which is affiliated with the Ohio Farm Bureau, with headquarters in Columbus, the program has been planned to have a particular appeal to dwellers on farms and in small towns. Returns which come in my mail show that interest in this sort of program is widespread and is growing daily.

The Farm Bureau program is unusual in that it is a split program, the commercial announcement and the music coming from the studios of WLW in Cincinnati and the daily news summary by Ed Bath being broadcast direct from the Farm Bureau headquarters in Columbus, where there is a studio with lines direct to WLW.

Informal Selling Talks

THE COMMERCIAL announcement is given in an informal, friendly sort of way and takes the radio listener into the announcer's confidence on such subjects as the serious damage Henry Adams suffered in an automobile accident because he did not carry automobile insurance, or the fact that no one can drive the other fellow's car and, therefore, had better be prepared for whatever may happen to him.

When the radio program was inaugurated in the early part of June, the Farm Bureau anticipated that farm families would be its most enthusiastic audience. However, reports sent in by Farm Bureau field men show that the appeal of the program is so universal that city people also are learning the Farm Bureau ideal of service as a motive rather than individual profit, and the Farm Bureau audience in small towns and cities is now a not inconsiderable one.

All Kinds of Comment

ED BATH, a genial farm enthusiast who has the knack of letting his wholesome personality color his voice, talks on each program for not more than seven minutes on up-to-date minute news of particular interest to rural people. This part of the program touches on a variety of subjects from an explanation of the wheat situation to such human little matters as the tone of voice of a champion hog caller. One day the speaker may be taking up the cudgels for parents against kidnappers, and the next interpreting the action of the tax committee of the Ohio Legislature. Whatever his subject, he brings to it a keen mind, an idealistic yet practical point of view and a fine sense of humor.

The commercial part of the program is keyed in the same informal manner, and these two bound together with a musical program that is composed very largely of melodic selections, have built up 15 minutes of entertaining instruction, or perhaps instructional entertainment, that is making the Farm Bureau a familiar organization to Ohio and the middle central states.

Applications for coverage in the Farm Bureau Mutual Automobile Insurance Company in July increased 2½ times over July a year ago and the Farm Bureau feels that the radio program has been largely instrumental in building that increase.

Canadian Board Leases Second Toronto Outlet

LEASING OF CKNC, Canadian National Carbon Company's 100-watt station at Toronto, to the Canadian Radio Commission, has been announced, marking the fifth station to come directly under Commission control. It operates on the Canadian-exclusive channel of 1030 kc., on which CFCN, Strathmore, Alberta, uses 10 kw., the highest power now used in Canada. The Commission also decided to abandon the studios of CRCT (formerly CKGW) in the Prince Edward Hotel, Toronto, establishing its own provincial headquarters in CKNC's present quarters and operating both stations from there. CRCT is the 5 kw. station on the Canadian clear channel of 960 kc. recently leased by the Commission. It will continue to be the Toronto outlet for NBC programs.

CBS NETWORK contract renewals during June were 85.7 per cent, July 100 per cent and August 60 per cent—an average of 78.6 per cent for the three month period.

Toronto Star Shuts Off CFCA, Cut to 100 Watts

By JAMES MONTAGNES

AFTER 11½ years of service, CFCA, radio station of the TORONTO DAILY STAR, shut off its power permanently August 31, giving as the chief reason the fact that with the 100 watts power allowed the station by the Canadian Radio Commission it is no longer able to give the listeners the service it has maintained during the years since March, 1922, when it was the first broadcaster to open regular daily service in Ontario. CFCA formerly used 500 watts on 1120 kc.

This step taken by CFCA may be followed by other small stations, now limited to but 100 watts power, limited advertising content and limited news broadcasts, by order of the Broadcasting Commission, Canada's publicly owned broadcasting system which has now been operating for nearly a year.

The TORONTO DAILY STAR, which has the largest circulation in Canada, has been in favour of government operation of broadcasting right along, and credits the Commission with an ever increasing quality of program, stating that this has already reached heights where private small stations like CFCA cannot compete. It looks forward to still better radio service through the Commission, but finds that CFCA has to close up shop.

New Gulf Station ?

A REPORT published in the GULFPORT-BILOXI HERALD Sept. 1 announced plans under way in south Mississippi to seek authority to erect a new 25 kw. broadcasting station between Biloxi and Gulfport, having a network affiliation and "a possible connection with WSMB, New Orleans." Backers of the project are unnamed but it was stated the station will be sought on the grounds that Mississippi is considerably underquota in radio facilities. So far no application has been received by the Radio Commission.

Lifting of the 50 K.W Restriction On Power Proposed By Lafount

LIFTING of the maximum power restriction, under which only four of the eight clear channels regularly allocated to each of the five radio zones may use the top power of 50 kw., was proposed to the Radio Commission Sept. 5 by Commissioner Lafount. The motion was referred to the legal and engineering divisions for study.

Specifically, Mr. Lafount suggested that the Commission rescind that portion of its regulations (Paragraph 118) which limits the number of 50 kw. stations to four per zone. He said the Commission should consider the merits of each application and render a decision based on public interest, convenience and necessity.

Under the Nov. 11, 1928, reallocation, known as General Order 40, the Commission allocated eight clear channels to each of the five radio zones for use by stations having power of 5 kw. or more. Subsequently, it amended this order so that the maximum power could only be used on one-half of the 40 clear channels. This led to considerable litigation, and there now are pending a number of applications for the maximum power by stations heretofore denied the privilege.

Since the 1928 reallocation, moreover, a number of clear channels have been "broken down" by Commission decisions, allowing duplication on them under experimental licenses. The trend in other countries toward power substantially above 50 kw. has led to the view that the Commission shortly may revise the power maximum upward—possibly as high as 500 kw. in some cases.

Nazi Dismissals

AMONG recent dismissals by the German Nazis for "proven inability and political unreliability", as well as "non-Aryan" origin, were various figures well known in American radio circles for having participated in international radio conferences or otherwise contacted the American system. They include Dr. Kurt Magnus, H. Giesecke and Dr. N. Carstensen, former directors of the Reichs Rundfunk Gesellschaft; Dr. Flesh, former director of the Berlin Funkstunde; Alfred Braun, Joseph Christean, F. K. Duske, Dr. Vogelsang and Dr. Muller. Dr. Magnus and Dr. Giesecke, it is reported, have been sent to the internment camp at Oramenburg on charges of "squandering public moneys." Dr. Magnus was on the German delegation to the Washington Radio Conference of 1927.

Radio Guild Producing

RADIO GUILD of America, of Hollywood, inactive for the last six months, is producing a series of 5-minute programs for sale to small broadcasters under title of "Hollywood Preview." Dave Flourney is writing script. Radio Guild is branch of Joyce Selznick theatrical agency.

PROGRAMS
Via WIDE RANGE
VERTICAL RECORDING

Station Manager!—Write for the facts about the new WORLD SUSTAINING PROGRAM SERVICE. Three thousand (3000) numbers. 8 hours a day. Greatest radio talent. Every type of music. Popular up-to-the-minute hits from Broadway and Hollywood. Ideal for local sponsorship. Programs recorded by Western Electric Vertical Wide Range Recording—just perfected by the Bell Laboratories. The newest thing in radio . . . *Ask for the facts . . . No obligation in that.*

WORLD BROADCASTING SYSTEM, INC.

50 WEST 57th STREET, NEW YORK, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Illinois

1040 North Las Palmas Avenue, Hollywood, California

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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The Tugwell Bill

FEW, IF ANY, legislative moves affecting advertising have caused as much alarm and confusion as the Food and Drugs Bill drafted by the Department of Agriculture with the support of President Roosevelt. This apprehension has grown largely out of ignorance of the terms of the proposed legislation, which is scheduled for action at the next session of Congress. The Department has been besieged with questions about its advertising provisions from manufacturers, advertisers, agencies, broadcasters, publishers, billboards and other vitally interested parties who fear the measure.

In these columns, for the first time, Assistant Secretary Tugwell, chief author and sponsor of the measure, presents a clear-cut and comprehensive official interpretation. At the request of BROADCASTING, he endeavors to answer the maze of questions being put to him from all sides. We publish the article in full for the information of the advertising industry, particularly the radio branch. Because of its transcendent importance, all interested groups should study Prof. Tugwell's article and the advertising provisions of the bill for possible modifications they might like to suggest to the Copeland Senate subcommittee which is expected to begin hearings early in December, a month before the new Congress convenes.

The object of the bill is to protect the consumer by outlawing harmful food, drugs and cosmetics, and holding the advertiser responsible in the first instance. Prof. Tugwell tells an amazing story of dangerous fat remedies, poisonous depilatories and quack remedies, whose makers and advertisers cannot now be curbed because of an inadequate law. No agency or station would be identified with such murderous merchandise if it knew the facts in advance. Many newspapers and magazines are virtually plastered with advertisements of these remedies, and not a few of them have reached the air.

The Tugwell bill is drastic. It unquestionably will mean the temporary removal from the air of a number of accounts, some big. Their places will be taken, Prof. Tugwell believes—and he is no opponent of bona fide radio advertising—by reputable manufacturers of honest products whose businesses have been adversely affected by the extravagant claims of the "chiselers" with their fake products falsely advertised to mulct the ignorant and raise false hopes among the physically unfortunate.

Prof. Tugwell makes it abundantly clear that the legislation is not designed to stop mere "trade-puffing." If the "Beauty Powder Co." claims that its face powder makes the girl more alluring, that will past muster under the bill. But when the "Horse-tail Tonic Co." claims that its concoction cures cancer, when it actually causes lead poisoning, it will be dealt with to the limit of the proposed law.

Of extreme importance is the flat assertion by Prof. Tugwell that the measure contemplates self-regulation of industries through their trade associations. The government plans to stand behind the scenes with a club, prepared to take punitive action if the association fails. In that respect the measure conforms closely with the procedure of the NRA under industry codes of fair competition.

Probably 80 to 90 per cent of all advertisers in the fields covered by the Tugwell bill are reputable and honest. The balance represent the quacks and the chiselers, who pull down the rest. Thus Prof. Tugwell feels that elimination of these disreputable units will make for the protection of honest advertisers, who then will have more dollars to spend on honest advertising without the danger of quack competition.

The bill is one of the cornerstones in the administration's drive to protect the consumer all down the line. Its long range effect should benefit everybody, whatever may be its present defects—defects which it is now up to the advertising and trade associations to point out.

Copyright Showdown

THE DAY of reckoning on copyright approaches. After many months of questionable, if not high-handed dealings with broadcasters and of worthless promises to "reopen" negotiations for revision of royalties for the performance of copyrighted music, the American Society of Composers, Authors & Publishers must answer a court suit charging it with monopoly and with illegal conspiracy to enforce exhorbitant copyright demands against stations.

This test case, filed in the name of WIP, Philadelphia, by the law firm of Newton D. Baker, eminent attorney and now NAB copyright counsel, forces a showdown on an issue of first importance, not only to broadcasters but to the advertisers on the air and to their agents. ASCAP royalties represent the difference between profit and loss for many stations and the difference between survival and failure for others.

The bill of complaint filed by the Baker firm, together with Attorney I. D. Levy, of Philadelphia, gives a clear and accurate portrayal of the situation. But a clever, learned answer may be expected from ASCAP's able general counsel, Nathan Burkan, in an attempt to whitewash ASCAP and throw out the suit.

The litigation will not end with this suit, from present indications. Uncle Sam, through his Department of Justice or Federal Trade Commission, or both, may be expected to institute anti-monopoly action against ASCAP shortly. Both agencies have been investigating the matter for weeks. It is difficult to see, from the record of ASCAP activity, how these investigations can end in anything but dissolution action against ASCAP.

Need For Mergers

THERE IS LOGIC and real merit to the suggestion of Radio Commissioner Hanley that broadcasting stations in the same markets, all too often at one another's throats, settle their differences by merger or compromise. Healthy competition in markets large enough to support it, of course, is good business. But cut-throat competition, resulting in chiseling, litigation and other repugnant practices, serves no good whatever.

One has but to sit in on the all-too-numerous hearings before the Radio Commission to realize that there are many places in which stations could get together for their own benefit and even their salvation. We have seen stations appear before the Commission, their owners hardly able to raise the train-fare to Washington, in attempts to wrest a few hours time from their bedfellows on the same wave length or to get new facilities. We have seen big stations, losing heavily because of restricted hours or limited power, battle before the Commission and in the courts in vain.

Mr. Hanley's words are words of wisdom. Industries and businesses far larger and more worldly wise than broadcasting for generations have resorted to fusions in the interest of harmony and good business. We would be remiss if we did not point out that broadcasting gets its "black eye" because of the practices indulged in by unthinking and inept broadcasters in their quest for the radio dollar, which has been hard to get because of unhealthy and uneconomic competitive situations.

The RADIO BOOK SHELF

"THE GREAT CROONER", Clarence Budington Kelland's newest novel, (Harper & Bros., $2) is moderately entertaining, though uncommonly ridiculous. It concerns a simple minded country boy, who, through no fault of his own and even less effort, contrives to become the idol of millions and to pocket the salary of a king and win the heart of a gorgeous but smart alecky radio girl. The real plot centers around a little gadget to improve radio reception that the crooner has invented back in his home town. Radio executives are eager to obtain this invention while a villain in the story schemes incessantly to steal it. Comes the day when our hero must lose his crooning voice by a mysterious operation. He emerges an ordinary electrician trying to make a living. The radio girl, who loved him all along, appears out of the darkness into his little store which is now also his home. Then in hops his genial manager, drags him up to a meeting of radio officials to demonstrate once more the magic of the gadget. It works, of course, and instantly the ex-crooner can tell the men assembled where to get off, and walk away with half a million dollars. That's the story. It is entertaining enough, but it certainly will not add anything to your present knowledge of radio life.

We Pay Our Respects to—

JAMES HUGH HANLEY

A HALF-YEAR in office has convinced James Hugh Hanley, Federal Radio Commissioner, that many of the technical and economic troubles of broadcasting stations could be eliminated by merger or compromise. Coming to the Commission last April with 25 years before the bar, mainly in corporation work, he immediately set out to diagnose the ills of stations which are in a perennial procession of hearings before the Commission, clamoring for more hours here or a better channel there—or making similar plaints that really denote economic instability.

Commissioner Hanley naturally turned to his experience in the business world as consultant for industry. He emerged promptly with the suggestion of compromise or merger to eliminate overlapping and duplication and to make the limited number of channels go around in the way most beneficial to broadcasters and to the public. If banks, mercantile establishments and other business pursuits not hampered by restricted *natural* facilities can profit from merger rather than litigation, he feels broadcasting most certainly can.

James Hugh Hanley is the "rookie" member of the Commission. He took office April 1 as successor to Maj. Gen. Charles McK. Saltzman, retired. He came to the Commission with the viewpoint of the casual listener, and the background of a lawyer and a politician. Radio meant no more to him than it did to the average man on the street.

Mr. Hanley's political experience began even before he reached his majority. He has been active in Nebraska politics ever since and was appointed to the Radio Commission by President Roosevelt as reward for political services in Nebraska for the Democratic party. His assignment on the Commission has been the supervision of its legal division.

A few month's service on the Commission has convinced Mr. Hanley that the "listener viewpoint" should be more of a factor than it is in program-building. He wants listeners to write in to the Commission about their likes and dislikes, and he would like to have questionnaires sent to leading citizens and other representative groups to get a cross-section of listener opinion. Provocative broadcasters, like Shuler and Brinkley, and those who incite religious unrest and other strife, were properly banned from the wave-lengths, in his opinion.

A native of Omaha, Neb., where he maintains a law office, Mr. Hanley has been active in Democratic politics for 20 years. He was a law associate of Arthur F. Mullen, of Omaha, vice chairman of the Democratic National Committee and floor leader for Roosevelt at the last convention. Mr. Hanley himself is vice chairman of the Nebraska state committee.

James Hugh Hanley was born on July 4, 1881, on a Nebraska homestead. After attending country schools, he was graduated from the Fremont Normal College, Fremont, Neb., in 1903. He served as principal in Nebraska schools from 1903 to 1907. After completing a law course at Creighton College of Law in 1910, he began the practice of law in Omaha. Interested in politics while at law school, he served as president of the Creighton University Bryan Club in 1908, when William Jennings Bryan ran for President.

It was in 1911 that Hanley came into active contact with federal affairs, going to Washington as secretary to the late Congressman Lobeck of Nebraska, and remaining until 1919. He then was appointed Nebraska's first national prohibition director by President Wilson, serving until 1921.

In 1922, Mr. Hanley was the Democratic candidate for Congress from the Second Congressional District, but it turned out to be a Republican year. He was first assistant sergeant-at-arms at both the Houston and Chicago Democratic conventions, and prides himself with being one of the original Roosevelt men in Nebraska.

Mr. Hanley is married and has three sons, James, Jr., John and Thomas. While in college he was a crack athlete, playing football and baseball, but he now restricts his activity to golf. He is a member of the Congressional Country Club, the Elks, the Knights of Columbus, the Omaha Athletic Club, and the Omaha Field Club. He attends the Catholic Church.

PERSONAL NOTES

COL. THAD H. BROWN, second zone radio commissioner, and John B. Reynolds, assistant secretary of the Commission, have returned to Washington after spending several weeks in Texas to aid federal officials in prosecuting alleged "outlaw" broadcasting stations. On their way back they stopped off in Atlanta where they inspected the local radio inspector's office and visited the new 50 kw. plant of WSB before attending the banquet in their honor.

PAUL R. HEITMEYER, manager of KGW, Portland, Ore., has also taken over the managership of KEX, Portland, recently purchased by the PORTLAND OREGONIAN. Both stations will be operated from studios in the OREGONIAN building. Larry Allen, former manager of KEX, is now assistant manager of both stations, and Carey Jennings is sales manager.

HAROLD B. CARR, former announcer of WOAI, San Antonio, Tex., has returned to that station as assistant manager.

HARRY W. WITT, formerly in the agency business, has been appointed commercial manager of KGB, San Diego, succeeding John A. Stewart, now with the sales department of KHJ, Los Angeles.

GEORGE ISAACS, commercial sales manager of WGN, Chicago, and Mrs. Isaacs are parents of a daughter, born Aug. 30.

LYNDEN MORROW, former radio editor and news broadcaster for the PITTSBURGH POST-GAZETTE, has been named publicity manager of KDKA, Pittsburgh.

HAROLD SMITHSON, commercial manager of KFWI, Los Angeles, has resigned to take a similar post with KGGC, San Francisco. The latter station's new studios and offices in the Olympic Hotel were officially opened Aug. 19 by Gov. Rolph of California and Mayor Rossi of San Francisco.

GEORGE O. SUTTON, Washington radio attorney, and Mrs. Sutton are the parents of a girl, born Sept. 2.

G. O. SHEPHERD, director of WWNC, Asheville, N. C., has been appointed a colonel in the local NRA drive, handling publicity.

DON SEARLE, former manager of KOIL, Council Bluffs, is now general manager of WIBW, Topeka, Kan.

FRED SHAWN, who recently joined the announcing staff of NBC in Washington, has been promoted to assistant manager of WRC, Washington, succeeding Herluf Provensen, who leaves Sept. 15 to become manager of WLBW, Oil City, Pa.

CLIFF ENGLE, former announcer on KGW, Portland, has established offices in San Francisco as California representative for KGW and KEX, both now owned by the PORTLAND OREGONIAN.

CURTIS BENSON, of the commercial staff of KFWB, Hollywood, has been promoted to advertising manager. Chet Mittendorf remains as commercial director.

SOL TAISHOFF, editor of BROADCASTING, and Mrs. Taishoff, are parents of a son, Lawrence Bruce, born in Washington Aug. 30.

JULIAN FIELD, formerly with Lennen & Mitchell, New York agency, on Sept. 1 joined CBS as head of its commercial program department.

WILLIAM F. DITTMANN, formerly advertising manager of the MILWAUKEE HERALD, who has been in charge of advertising and sales promotion for the Milwaukee Label & Seal Co., has been appointed advertising manager of WTMJ, Milwaukee.

HAROLD BUSDICKER, formerly advertising executive of several Los Angeles retail concerns, has joined the sales staff of WDAY, Fargo, specializing in merchandising.

F. V. BURKE, formerly of Portland, Ore., has been appointed to the sales staff of KGFK, Moorhead, Minn.

FRED FOWLER, for the last two years on the sales staff of WBBM, Chicago, has gone to Los Angeles to make new connections.

MURPHY McHENRY, who recently became general manager of XEAW, Reynosa, Mexico, and Mrs. McHenry are parents of an 8-pound son, born Aug. 31 at McAllen, Tex.

NEW APPOINTMENTS to the staff of KVOA, Tucson, Ariz., in August: George H. Heid, manager; Dale Jackson, program director; Crosby Lusk and Jack Cromwell, announcers.

BEHIND THE MICROPHONE

THORNTON FISHER, noted cartoonist, whose "Pictures in the Air" is a daily feature over WMCA, New York, has just completed negotiations to have his series syndicated through the PHILADELPHIA PUBLIC LEDGER. The newspaper series will begin in about three weeks time.

TOM BRENEMAN, former manager of KFAC-KFVD, Los Angeles, on Sept. 1 became special features director of KFWB, Hollywood.

VELVA DARLING, Stanford graduate, once on KHJ with a woman's program, late in August became publicity head for KMPC, Beverly Hills, Cal.

KATHLEEN GORDON, music librarian of WOR, Newark, was married recently to Edward Walker, of the staff of the NEW YORK TIMES.

W. C. HIGLEY, formerly on KOMO, Seattle, and Sam Melincoe, previously on KFBK, Sacramento, have joined KJBS, San Francisco, as announcers.

HARRY McCLINTOCK, who as Mac, was on KFRC, San Francisco, for several years, is now on KJBS five half hours weekly plugging the climate and sun of San Mateo County.

ROBERT L. REDD has joined the production staff of NBC, San Francisco. He was formerly program director on KGW, Portland.

CLAUDE MORRIS has been promoted to production manager of KDKA, Pittsburgh, and Robert Saudek, former continuity writer for WNAC, Boston, has joined the station as continuity editor.

EDITH S. TODESCA, formerly with WEEI, Boston and the New England Network, is now with KNX, Hollywood, in the program and production department.

JOHN S. YOUNG, of the NBC New York announcing staff, served as master of ceremonies at the annual convention dinner of Alpha Chi Rho fraternity in New York Sept. 9. He joined the fraternity while at Yale.

WBBM, Chicago, announces the formation of a Chicago subcommittee to work with the Radio, Screen and Stage Committee of the NRA headed by Kate Smith. Members are Pat Flanagan, chairman; Frank Westphal, Phil Baker and Olson & Johnson.

XUM

"That soil is fertile too"

WEAF
WJZ
WBZ
WGY
WBZA
WRC
WMAL
KDKA
WTAM
WMAQ
WENR
KOA
KPO
KGO
KYA
KEX
KGA

Farmer Brown was in a dilemma. He had cultivated all of the rich soil near the river banks and needed more ground for his plantings. His neighbor, pointing to the uncleared ground in the hills, suggested that he try there. When he did he discovered that the soil was just as fertile as in the valley. And what was even more important he discovered that certain crops grew better "back there" than "down there".

All of which brings us to our point,—that advertisers on any one of our seventeen leading stations will find daytime broadcasting a fertile soil in which to plant sales seeds. Certain "crops" grow better,—others just as well.

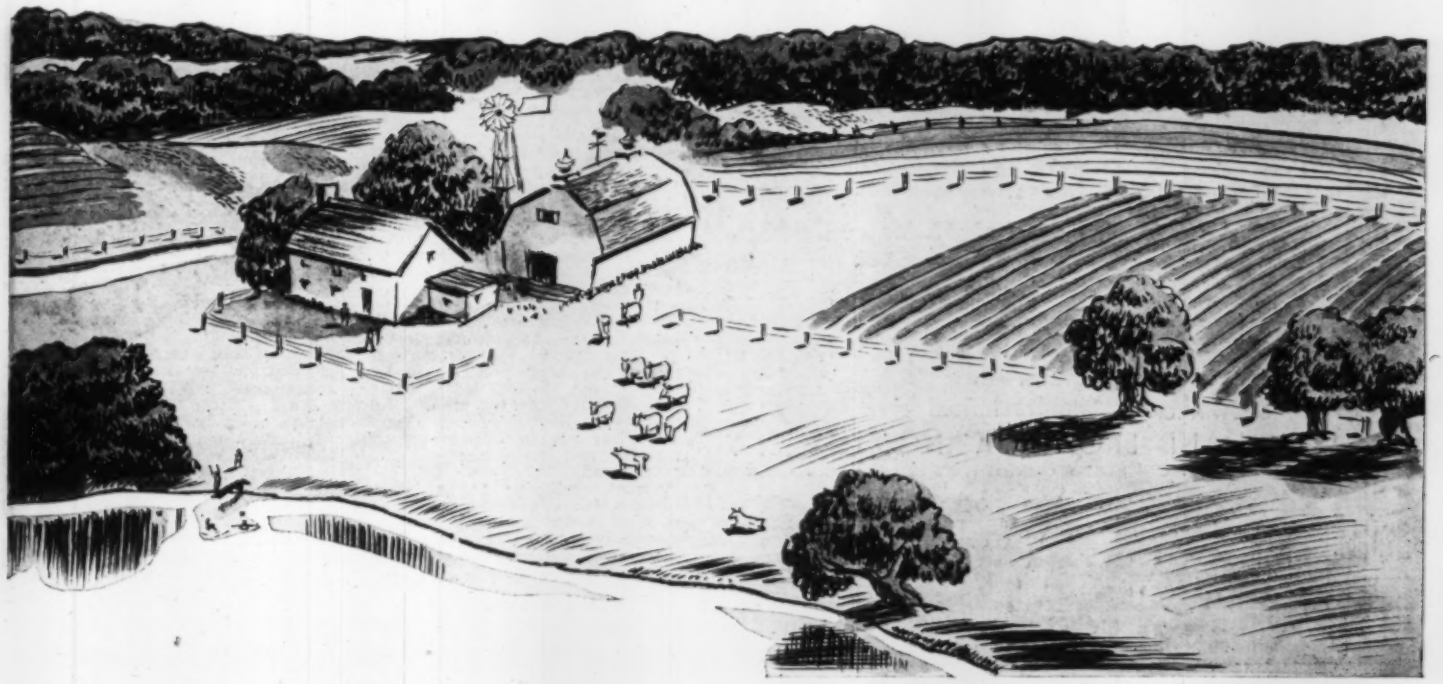
Radio plays an important part in a woman's daily life. As she goes about her housework, it helps to relieve the monotony of her tasks. And because of the tremendous influence she exerts on the family purse strings, your sales messages, delivered during the day, will get results. Need we say more?

Only this,—that we offer you potent selling forces in eleven of the best markets in the United States,—17 radio stations which are household bywords day and night. Consult our nearest office.

NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO
WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL
PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA



HARLOW WILCOX, for the last three years with WBBM, Chicago, has resigned from the WBBM-CBS announcers staff to do free-lance work in radio and recording.

ROBERT GREGORY, announcer of WDSU, New Orleans, and Mrs. Gregory are the parents of a daughter, born in August.

W. R. LASTRAPES, Jr., whose radio name is "Don Lewis", has been made announcer and news commentator of WDSU, New Orleans.

JACK INGERSOLL, former Dartmouth halfback and head coach at Colgate and Virginia Polytechnic Institute, who first gained broadcasting fame at WHK, Cleveland, has been selected to report the leading collegiate football games for the Yankee Network this season.

REX KELLY, formerly of WHB, Kansas City, and more lately entertainer with Lem Hawkins and his Hill Billies on WDAY, Fargo, N. D., has left for Chicago to free lance. Leonard Dahl and his Gate City Club orchestra have been engaged as part time staff group by WDAY.

RUSSELL JOHNSTON, studio manager of KTSM, El Paso, has joined the announcing staff of KFAC, Los Angeles.

JOHN LEWIS, baritone of the staff of WSM, Nashville, has accepted an offer from the St. Louis Municipal Opera to sing the leading baritone role in four light operas to be presented with a 60-piece symphony orchestra next season.

SIDNEY TEN EYCK, formerly of the staff of WCKY, Covington, Ky., later noted as "The Doodlesacker" on WLW, Cincinnati, on Sept. 4 joined the announcing staff of WCAU, Philadelphia.

MISS WAUHILLAU LAHAY, who formerly handled commercial continuity at WKY, Oklahoma City, has joined the continuity staff of WHB, Kansas City.

JOHN OLSON, formerly with WIBA and KFYR, has been added to the announcing staff of WTMJ, Milwaukee. Walter Gerhard, formerly with WIBO, is now also on the WTMJ staff.

Civil Service Call

A CALL for applications for the positions of senior engineer, engineer, associate engineer and assistant engineer, to be on file with the U. S. Civil Service Commission not later than Sept. 28, has been issued by the Commission. The optional branches include radio and telephone engineering, with entrance salaries ranging from $2,600 to $5,400 a year. Competitors will not be required to report for a written examination but will be rated on education and experience. Full information may be obtained from the Civil Service board of examiners at the postoffice or customhouse in any city or from the Civil Service Commission in Washington.

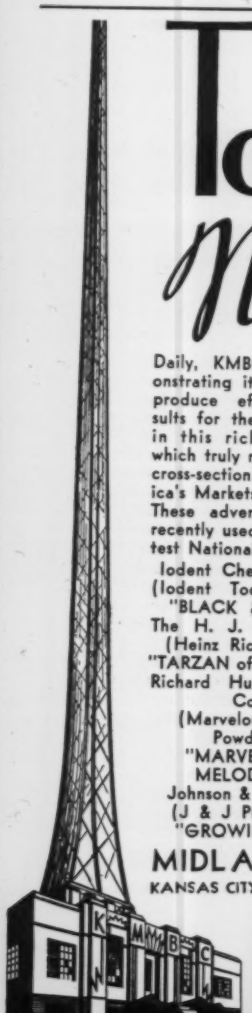
TOWERING TO *New* HEIGHTS

Daily, KMBC is demonstrating its ability to produce effective results for the advertiser in this rich territory which truly represents a cross-section of America's Markets.
These advertisers have recently used KMBC to test National programs:
Iodent Chemical Co. (Iodent Tooth Paste) "BLACK & BLUE"
The H. J. Heinz Co. (Heinz Rice Flakes) "TARZAN of the APES"
Richard Hudnut Sales Co. (Marvelous Face Powder) "MARVELOUS MELODIES"
Johnson & Johnson (J & J Products) "GROWIN' UP"

Installing the newest, most advanced transmitting equipment in America, and incorporating features in self-supporting vertical antenna design not heretofore used in broadcasting stations—KMBC intensifies its coverage of the Kansas City Market Area.

Here, Retail Sales are the Highest in U.S.A.—$488 per capita (National average $250). KMBC reaches this diversified market with consistently better programs—plus "AA"—Audience Appreciation!

MIDLAND BROADCASTING COMPANY
KANSAS CITY, MO. New York Office, 17 E. 49th St. Phone Eldorado 5-5070



KMBC
THE *TESTED* SPOT FOR TEST PROGRAMS

Local Broadcasts Supplement Tydol Network Features

Gasoline Sales in Rochester Show Huge Increases

By WILLIAM J. ADAMS
Continuity Director, WHEC
Rochester, N. Y.

THE TIDE WATER Oil Sales Corp., Pittsford, N. Y., is using three nights locally on WHEC in addition to three nights on CBS, programs which are also carried by WHEC, with splendid results in the Rochester area.

The Rochester gasoline market is more highly competitive than in most cities of equal or slightly greater population. Yet the success of the 1932 Tydol radio campaign, which brought about an increase of from 30 to 300 per cent in sales in this area, brought a renewal contract with an indefinite expiration date.

New Product Introduced

LAST SPRING Tydol came out with a new product and WHEC again was given the task of selling this product to the Rochester market. To get across the story of Triple X Tydol, a new gasoline, two of the three dramas previously used were scrapped and comedy and musical features were substituted.

The campaign met with phenomenal success. Increases in gasoline sales ranged from 40 to 300 per cent over the high 1932 figure. Altogether Tydol sales during the two-year period rose from 35 to 600 per cent. The wide range in percentages is due to the fact that Tydol is sold by independent service stations, some of which handle as many as eight brands of gasoline.

Success Story Told

THE SUCCESS story of the Tydol campaign in Rochester is told in the following excerpts from a letter by S. D. Ropper, district manager of the Tide Water Oil Sales Corp.:

In response to your request to know what success we have enjoyed in the introduction of our new Triple X Tydol in western New York state and particularly in Rochester and surrounding territory, I am pleased to advise you that our sales are better than double the volume we enjoyed during the peak motoring season of 1932.

Our records indicate that 75 per cent of this increase has developed through improved consumer acceptance and demand for our gasoline, and the remaining 25 per cent has come through the additional dealer outlets that we have taken on. Needless to say these new dealers were attracted to our company through the improved acceptance accorded our new product.

A most gratifying factor in the success which our new product has met with in the market is that our phenomenal increase in sales at the beginning of our peak motoring season is being maintained and increased slightly in spite of the fact that a full half-dozen of our major competitors have since introduced a gasoline product similar to our own. Our advertising campaign on this new product has embraced and we are still using the following media: all local newspapers, billboard poster showings, traveling bally-hoo sound cars, street parades and last but not least radio broadcasting.

We are on the Columbia chain three nights a week via your station, but I attribute much of our success in this market represented by fine sales increases in 1932 and again this year to the use of your station for the remaining three nights per week, broadcasting "Tydol Traveler", "The Golden Dragon", "The Last of the Mohicans", "The Origin of Superstitions", "The Adventurers' Club" and our concert series "The Mirth Parade". The broadcasts through the medium of your station has unquestionably been a strong contribution to our success in this market.

IN THE CONTROL ROOM

PAUL LOYET, technical director of WOC-WHO, Des Moines, was the designer of the Crystal Studio at the Iowa State Fair, from which six daily broadcasts were carried and to which thousands of visitors were attracted.

RAYMOND O'NEILL, engineer of WOR, was recently married to Miss Caroline Woodward, of Massachusetts.

BILL MONTGOMERY, member of the engineering staff of WSM, Nashville, left late in August in the station's field strength test car to make measurements between Nashville and New York City.

OLIVER MITCHELL, formerly with Mackay stations in Los Angeles harbor and San Francisco, has joined the technical staff of KTM, Los Angeles.

E. JAMES BASS has been appointed chief technician of KVOA, Tucson, Ariz.

HAROLD VANCE, RCA Victor Sales engineer in Chicago, and Mrs. Vance became the parents of a baby boy, born in early September.

J. P. TAYLOR, RCA Victor sales engineer at Camden headquarters, has returned to work after a two week illness.

Sea-Going Engineers

A COUPLE of the sea-going engineers at the transmitter of WABC, CBS New York key, were off on another unexpected cruise during the recent heavy rains in the eastern area. The low ground near Wayne, N. J., upon which the transmitter building is located was transformed into a sizable lake, and row boats became the means of travel to and from the mainland. Tommy Donohue of the transmitter staff rowed to shore one afternoon to pick up relief engineer Bon Mayberry. On the way back a gale blew up. The seafarers lost an oar, and before they stopped drifting with the help of the wind they were well past the transmitter and grounded in a weed bog. The transmitter territory has been flooded before, and the engineers are beginning to feel like light-house keepers.

A GAIN of nearly 100 per cent over July in the sales of Citrus Granulated Soap, product of Citrus Soap Co., Los Angeles, is reported by that company for August, first month of the broadcasting of its "Growin' Up" transcription serial over Pacific Coast stations.

University Course On Radio Pays Way By Tuition Charges

Baptist School and Station In Profitable Tieup

By R. U. PORTER
Manager, KGFF, Shawnee, Okla.

A "UNIVERSITY of the Air", placed on a commercial basis, with a financial return for both the producing studio and the sponsoring university—that is the achievement of KGFF, a 100-watt station at Shawnee, Okla. And to top its success, the program bids well to become one of the station's most popular features.

The financial end—more than adequate to pay production costs of the program—was worked out through a tuition arrangement with Oklahoma Baptist University of Shawnee, where the radio classes originate. And not only has KGFF benefited; the university has increased its earnings through an increase in the enrollment of special and undergraduate students.

Credits Accepted

THE CREDITS offered by the "University of the Air" are accepted by the university and the North Central Association and can be applied on degree work at any of the leading universities. With the exception of correspondence courses, it is the first time college credits ever have been offered in that section to students who do not attend classroom lectures.

To enhance its rapid development, the novel feature went on the air with a novel course—classes in history, dealing with the social trends of America dating from the colonization to the present. The course is taught by Dr. C. W. Patton, head of the history department of the university. All students in the class—including many rural school teachers—enrolled through the university.

Cost to Student

TUITION for the air university is $4.25 a credit hour, and the student is sent course outlines and lecture topics through which he is able to follow the lectures.

Examinations are held from time to time, the students mailing their papers to the university. The radio station receives 25 per cent of all paid tuitions, more than sufficient to carry the expense of producing the "University of the Air".

Lectures on Radio

FRANK A. ARNOLD, vice president of Albert Frank-Guenther Law, New York agency, has been invited to deliver the opening lecture on Sept. 26 in a special course on radio advertising to be offered this fall by Northwestern University, Chicago. His subject, "How Radio is Organized", will sketch the historical background and rapid development of radio as an advertising medium and will describe the present setup of the business.

Radio Can Revive Banking

(*Continued from page 9*)

aroused to the seriousness of the occasion. This experience, together with the results following the reopening of the banks, resulted in the bankers' seeing the potentialities of radio broadcasting for the first time.

One must not overlook the fact that while radio has been used nationally by only a very few firms in the banking and investment business, yet locally it has proved a tremendously valuable form of promotion and publicity to at least 75 banking institutions ranging the length and breadth of the country. Nearly every city boasting a high powered broadcasting station has one or more banks on its list of regular customers, many of them having used this medium for a series of years.

Some Successful Examples

AN OUTSTANDING example is that of the Northern Trust Company of Chicago, which has a reputation for conservative and sound business banking practices. This bank has been broadcasting for two years with highly satisfactory results, both in good will and actual traceable business. Rochester, New York, reports five banking institutions as consistent radio advertisers over a period of three or four years. These include the Central Trust Co., The Lincoln Alliance Bank and Trust Co., The Security Trust Co., The Genessee Valley Trust Co. and the Rochester Trust Co. The Union Savings Bank of Pittsburgh and the Colonial Trust Co. of that city have been consistent users of broadcasting over KDKA. It is not generally known that the first financial program to be put on the networks by any banking group was sponsored by the Mutual Savings Bank Development Committee, representing a group of 500 savings banks in New York and New England, which sponsored a program over the NBC networks from March to June and from September to December, 1928. The expenditure for time, exclusive of program, was $30,335, which in those days was a considerable sum to be spent for institutional advertising. When one stops to think that this group of mutual savings banks probably represents the most conservative financial group in the world both from the nature of the mutual savings banks set up together with the conservative traditions that have attached themselves for years to this type of banks,—when we consider all this, I believe we will be in the mood to applaud the vision which actuated the leaders of this group to present the proposition to their members so convincingly as to obtain what was practically 100 per cent cooperation.

Success in Seattle

IN 1932 when it seemed evident to nearly everyone that something had to be done to regain confidence and good will, a group of bankers in Seattle got together and decided collectively to put on a radio campaign over the local broadcasting station solely for the purpose of creating good will for the banks and re-establishing confidence on the part of their depositors. [See article in July 15 issue of BROADCASTING.] This group, consisting of five or six of the prominent banks, put on a 26 week program using a series of dramatic sketches dealing exclusively with the history and development of the city of Seattle. Local color was employed and many of the episodes were sufficiently recent to come within the activities of leading citizens of the state. The program caught on instantly and obtained not only the restoration of confidence in the banks themselves, but also brought in an additional volume of deposits amounting to over a half million dollars.

This is probably the most recent case example covering a six months' period where united action on the part of a group of banks banded together for a common cause has worked out so satisfactorily as to raise the question, "Why cannot this same thing be repeated either nationally or sectionally by equivalent groups of banks or bankers and obtain the same favorable results?"

As matters are adjusting themselves today, radio is the only medium of communication which will carry the spoken word directly to the American home. The use of the radio has become so universal that the great mass of Americans today are increasingly looking to it as their most immediate guide. What could be more logical than that the banker in this extremity should turn to the American people whom he serves and from whom he obtains capital for his business and, in the same spirit of frankness which has characterized President Roosevelt in his messages, bring about a better understanding and a greater feeling of cooperation than exists at the present time.

Time Seen Ripe

LET ME QUOTE from one who knows well both the banking and the broadcasting business when he says, "Frankly the American people have lost much of their confidence in banks, financial institutions and Wall Street. Radio broadcasting is the only medium I know of that can enter the homes of the people as an intimate friend and advisor. . . . There is a very great opportunity for the Stock Exchange, individual banking houses, the American Bankers Association, Investment Bankers Association and the savings bank associations to gradually bring back to millions of people of this country the sound policy of thrift, investment and faith in our best American financial institutions. I know of no time in the history of radio when the American people were as interested in radio broadcasting as they are today. People have become air-minded and have learned the value of an intelligent speech as well as that of entertainment. Mixing the two together, wonderful results can be obtained from the use of this medium."

Following this quotation with an observation of my own, may I suggest that somewhere, sometime, and in the right way, some great financial unit will recognize the opportunity as well as the responsibility and will attach to itself a tremendous prestige in being the first to bring a message of this character to the American home.

Roosevelt Lauds WSB On Inaugural of 50 Kw.

A LETTER of congratulation from President Roosevelt was received by Maj. John S. Cohen, president of the ATLANTA JOURNAL, on the occasion of the formal opening Sept. 9 of its new 50 kw. transmitter—an occasion featured with an all-star NBC program and speeches by Judge E. O. Sykes, Radio Commission chairman; M. H. Aylesworth, NBC president; Niles Trammell, NBC vice president, and others.

"WSB, a pioneer among the newspaper broadcasting stations," said the Roosevelt letter, "has been an outstanding leader in its field from its beginning, more than a decade ago. It has performed a noteworthy service in informing and entertaining the thousands who have listened to its programs, and it is to be commended for the loyal and effective support which it has given, and is giving to the administration's recovery program.

"I am happy to know that in the future 'The Voice of the South' will speak with even greater clarity and force in the furtherance of the finest traditions of the south, as well as in behalf of the national welfare."

The 'Baron' Back Oct. 7; Cantor Return Delayed

TENTATIVE starting date for the return of Jack Pearl (Baron Munchausen) and Cliff Hall to the NBC-WEAF network for American Tobacco Co. (Lucky Strike) has been set for 9-9:30 p.m., Oct. 7, with appearances at that hour every Saturday night thereafter. The return of Eddie Cantor to the Chase & Sanborn Sunday night hour has been delayed until later this fall due to his Hollywood work. In the meantime Jimmy Durante and Ruth Etting on Sept. 10 succeeded Bert Lahr, who was scheduled for a theater tour, but who returns to the air as the star of a new Wednesday night series for Chase & Sanborn tea starting Oct. 4. Cantor may start his broadcasts from Hollywood, where the Durante-Etting series is keyed and where they were joined Sept. 3 by Rubinoff.

Hookup Expands to 18

EXPANDING from a special three-station NBC hookup of WLS, WJR and KDKA, which started July 15, Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) on Sept. 30 starts its Saturday night WLS Barn Dance programs, originating in a Chicago theater, on 15 more NBC-WJZ stations and increases its time schedule to a full hour, 11-12 midnight. Wade Advertising Agency, Chicago, handles account, which is the first to take advantage of NBC's daytime rate for the one-hour period before midnight.

XUM

All Branches of Broadcasting To Back Radio 'Progress Week'

Advisory Committee Plans Special Programs; Mutual Benefit Seen In RMA Drive

PREPARATIONS for observance of "Radio Progress Week" Oct. 2 to 7 with special broadcasting events designed to develop public appreciation of radio are being made through an advisory committee representing advertisers, agencies, broadcasters and set manufacturers.

Appointed by Earl Whitehorne, director of the RMA Radio Prosperity Campaign Committee of the Radio Manufacturers Association, the advisory committee will contact the networks, program sponsors and manufacturers. RMA is

Emblem of Big Radio Drive

trying to raise a $50,000 pool from set manufacturers for the promotion of special programs during the week, and regular network and independent station sponsors will be asked to adapt their feature program that week to the spirit of "radio progress."

Cooperation Pledged

THE COMMITTEE consists of H. H. Kynett, chairman of the radio division of the American Association of Advertising Agencies; William S. Paley, CBS president; John C. Royal, NBC vice president for programs; John Van Allen, general counsel of the RMA, and O. H. Caldwell, former radio commissioner and editor of RADIO RETAILING and ELECTRONICS.

Director Whitehorne said the aim is to present programs so spectacular and imposing as to attract nationwide attention and discussions. Pledges of hearty cooperation, he said, already have been received from networks, independent stations and sponsors.

The intensive sales drive by manufacturers and dealers begins Sept. 1. The objectives are to canvass every radio owner and put his set in condition or to replace it with a new set and to canvass all prospects for new receivers.

Mr. Whitehorne declared that all factors of the radio industry should benefit from the campaign. The motive is to awaken enthusiasm for the present dependability of equipment and the scope, artistry and excellence of modern programs. Through sale of sets the radio audience will be increased and bring direct benefit to stations, networks, advertisers and agencies. Manufacturers, distributors and dealers will promote the popularity of broadcasting to build up radio circulation. Networks, agencies and advertisers will seek to broaden the appeal of broadcasters to increase radio equipment sales.

Time to Get Acquainted

SET RETAILERS are being advised to enlist the cooperation of their local stations in the campaign. Mr. Caldwell, in the August issue of RADIO RETAILING, declared the campaign provides an ideal opportunity for the two branches of the industry to get better acquainted and to cooperate in boosting business. For, he said, the more sets in use, the better the quality of sets in the home, the greater will be the station program audiences and total listening hour circulation to sell to advertisers.

"We wonder", the article stated, "if the average station manager fully realizes that the radio dealer is, or should be, his best friend? Does he stop to think that the radio salesman is the only direct point of contact between the station and the station's customer, who is the set owner? Does he realize that a radio dealer's ballyhoo, or lack of it, can popularize or kill a program.

"And does the dealer realize the value of being friendly with the local station program director, of knowing what's ahead in the way of feature program events and of getting air publicity occasionally? Radio dealers who have made broadcast talks on the value of keeping one's set in condition or of exchanging it for an up-to-date console, invariably report this form of advertising par excellent.

"All of which leads to the thought that now, during this September campaign, is the time to get close to your blood brother—the broadcaster."

Local dealers have frequently financed programs over their local stations. Mr. Whitehorne reported that in several cities local stations have drafted plans to present special "radio programs" under such sponsorship.

ELECTRO-VOX, Inc., Los Angeles, whose "Air-Chek" service on aluminum disks was used by General Motors and Al Jolson, has installed equipment for making electrical transcriptions in wax and now offers a complete transcription service.

WLBW

ANNOUNCES

WITH PLEASURE THE

APPOINTMENT OF

HERLUF PROVENSEN

(Formerly Assistant Manager of WRC and WMAL)

as

GENERAL MANAGER

◆

Broadcasters *of* Pennsylvania, *Inc.*

ERIE, PA.

1260 Kilocycles . 1000 Watts Day . 500 Watts Night

YOU

should be reading your own copy of

BROADCASTING

Broadcast Advertising

Mail this Coupon today!

BROADCASTING,
870 Nat'l Press Bldg.,
Washington, D. C.

Send me BROADCASTING for one year. I will remit $3.00 on receipt of bill.

☐ $5.00 for Two Years or for Two One-Year Subscriptions.

☐ $10.00 for Five One-Year Subscriptions

Name_____

Address_____

City_____

State_____

Firm Name_____

RADIO: A COMMUNITY ASSET*

Nebraska Publisher Finds That Newspaper Benefits As Station Lures Buyers to City

By E. W. HUSE
Publisher, Wayne (Neb.) Herald

AFTER three months' trial with broadcasting by remote control in connection with the HERALD, I would say the experience has proved more *profitable to the community* than to the newspaper. It is more of *a community asset* than a newspaper advantage, the latter benefiting indirectly and proportionally with other interests. Within recent years the HERALD'S public activities included a barbecue, cooking school and children's picnic, each handled at considerable cost, and neighboring communities were largely represented and seemed highly appreciative. Rewards were of course dependent on general benefits to the community. *So, the radio tie-up strengthens the* HERALD *as it helps the neighborhood.* It is a good deal like installing increased facilities which may or may not be justified by possibilities. *It is an added service, stimulating popularity,* if not increasing cash returns.

I found advertisers nervously grabbing other means than newspapers for reaching the public. Business was slow, and anxiety to use new ways to convince buyers—buyers of decreased, often almost extinguished, buying power — was pressing. Bills and circulars that in the old days would have been worth more as the component parts of women's bustles, were employed to invite trade volume that did not exist. Then appeared little mimeographed advertising sheets — the products of worthily ambitious individuals without jobs—and though these caricatures of the art preserver were enough to make Johann Glensfleisch Gutenberg turn over in his grave, the eager quest for business led many to use them to accomplish the impossible miracle of putting money into prospective buyers' pockets.

Thus, I decided to experiment with *a real auxiliary to the* HERALD *as a means to advertise Wayne and make it more attractive for buyers from a wider area.* Accordingly, I tied up with the powerful WJAG, very popular farmer station. For three months one hour's program each day has been given, and responses have indicated lively interest from near and far. But manifestly the radio does not take the place of the newspaper as either a medium for advertising or other information. It may be made a desirable supplemental service. No means yet discovered answers the demand for clearly printed pages, widely circulated by responsible postal authorities and wanted eagerly enough to be paid for by recipients. As to radio advertising, I made this statement in the course of an editorial:

"Undoubtedly advertisers have been generously rewarded, but just as certainly they cannot use the radio to the exclusion of the newspaper and score equal advantage. Radio advertising cannot successfully supplant newspaper advertising. *A briefly expressed message, perhaps giving a few prices, may at opportune times gain greater response than the same thing in a newspaper.* But the necessity for detailed advertising to meet the full requirements of a live business must appear in black and white in a newspaper of general circulation and of recognized standing to insure steady and adequate returns."

The radio has its large sphere of usefulness, and it may only add to a newspaper's already large public service. If the field justifies annexing the broadcasting medium, why not annex it? As to the HERALD'S justification, I am not fully convinced. The experiment, which is something new in the rural field, has been tried *without profit.*† It will be continued during the summer on reduced schedule, and if the demand warrants continuance on an enlarged scale in the fall, when it is hoped the economic pendulum swings back where it belongs, it will be continued. In the meantime we will endeavor to carry the extra load. *I am certain its benefits are almost wholly dependent on values proceeding indirectly from enlarged community activities and community growth.*

*This article appeared in a recent issue of THE NEBRASKA PRESS, official publication of The Nebraska Press Association, which is fighting radio. The italics are the author's.

†The WAYNE HERALD resells its radio time very cheaply to encourage merchants to use display advertising.

I HEARD— THEY SAY— DID YOU HEAR— GOSSIP— SOMEONE TOLD ME— I UNDERSTAND THAT—

—they say all sorts of things—BUT WE STICK TO FACTS!

Our 13th month, June '33, showed 226% increase in local revenue over our first month. July '33, showed 258% increase over July '32. This August is still better. 186 local accounts is a good list for Detroit and they're all there.
Crazy Water Crystals use 1¼ hours a day on CKLW. (Largest radio advertiser in America today.)
We're refusing local announcement business every week. We just can't take it all. Have you any questions? Phone or write.

Member COLUMBIA Basic Network

CKLW
The International Station

5,000 Watts
540 Kc.
At the End of the Dial

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

Windsor offices—
Guarantee Trust Bldg.,
Phone—4-1155

YOU'LL TEAR YOUR HAIR

If You Aren't Represented in

BROADCASTING (Broadcast Advertising) **OCTOBER 1**

NAB CONVENTION ISSUE

SEND COPY TODAY

LAST FORMS CLOSE
SEPTEMBER 23

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KNX, Hollywood: Standard Oil Co., San Francisco, announcements, thru McCann-Erickson, N. Y.; Shell Oil Co., San Francisco, announcements, J. Walter Thompson Co., N. Y.; Beech-Nut Packing Co., Canajoharie, N. Y. (gum) announcements, McCann-Erickson, N. Y.; Iodent Chemical Co., Detroit (toothpaste) 3 transcriptions weekly, SHB; Forhan Co., New York (toothpaste) 5 transcriptions weekly, SHB; Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) "Miles of Melody" studio program, 3 weekly, Walter Biddick Co., Los Angeles; Clinic of the Air, Oakland, Cal., 2 medical talks weekly, direct; Admiracion Co., Newark (Soapless Shampoo) 2 transcriptions weekly, SHB; Associated Oil Co., San Francisco, announcements, Lord & Thomas, Chicago; Citrus Soap Co., San Diego, 5 transcriptions weekly, Earnshaw-Young Co., Los Angeles; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrush) daily announcements, Lambert & Feasley, N. Y.

WBT, Charlotte, N. C.: Proctor & Gamble, Cincinnati (Oxydol), 36 five-minute transcriptions, thru Blackett-Sample-Hummert, Chicago, and WBS; Association of American Soap & Glycerine Producers, 60 announcements, Newell-Emmett Co., N. Y.; Chevrolet Motor Co., Detroit, 15 daily announcements, Campbell-Ewald Co., Detroit; United Remedies Co., Chicago (Kolor-Bak) daily announcements, 52 weeks, SHB; Pro-Phy-Lac-Tic Brush Co., Florence, Mass., 13 announcements, Lambert & Feasley, N. Y.; Benjamin Moore Paint Co., New York, thirteen 15-minute programs, direct; Crazy Crystals Co., Mineral Wells, Tex., two 15-minute programs weekly, thru local dealer; Buick-Olds-Pontiac Sales Co., Detroit, 26 five-minute transcriptions, thru WBS; Knox Co., Kansas City (medicines) 15-minute transcriptions, Dillon & Kirk, Kansas City.

WLS, Chicago: Geppert Studios, Des Moines (photo enlarging) WLS Barn Dance, 13 weeks from Oct. 7, thru Lessing Advertising, Des Moines; Earl Ferris Nurseries, Hampton, Ia., two 13-week series, one Tuesday afternoons from Jan. 2 with Martha Crane of WLS Homemakers' program, and the other from Jan. 13 in WLS Barn Dance, both thru Lessing Advertising, Des Monies; Lane Bryant, New York (women's apparel) six 5-minute transcriptions, Cramer-Tobias Co., N. Y.; Proctor & Gamble Co., Cincinnati (Oxydol) 36 five-minute transcriptions, Blackett-Sample-Hummert, Chicago; Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal) "Steamboat Bill and his Singing Sailors", daily except Sundays, Rogers & Smith, Chicago.

KPO, San Francisco: Northern California Refrigeration Bureau, San Francisco (electric refrigerators) "New Kitchen Secrets", talks by Lauretta La Marr twice weekly from Aug. 22, thru H. M. Thomas Advertising Co., Piedmont, Cal.; Beech-Nut Packing Co., Canajoharie, N. Y. (confections) 3 "Red Davis" transcriptions weekly from Sept. 25, McCann-Erickson, N. Y.

KGB, San Diego: Westgate Food Co., San Diego ("Breast o' Chicken" canned tuna) 2 studio programs weekly, 6 months; White King Soap Co., Los Angeles, 5 Kay White transcriptions weekly; both thru San Diego office of Barnes-Campbell agency.

WBBM, Chicago: Investors Syndicate, Minneapolis (financial) 15-minute periods using Pat Flanagan's summary following collegiate football games to be broadcast on 8 Saturdays beginning Oct. 7, thru Albert Frank-Guenther Law, Chicago; Bio-Medical Co., New York (proprietary) 15-minute musical program 3 mornings a week for indefinite period, thru Peck, N. Y.; Willard Tablet Co., Chicago (proprietary) daily week-day 15-minute musical program for 52 weeks from Sept. 24, handled direct; Mufti Co., Chicago (cleaner) "Mufti, the Magician", 15-minute program Mondays for 13 weeks beginning Sept. 25, thru Behel & Waldie, Chicago; Justrite Co., Milwaukee (birdseed) announcements daily for 26 weeks beginning Sept. 24, thru Gustav Marx, Milwaukee; Rumford Chemical Works, Rumford, R. I. (baking powder) 15-minute transcriptions two mornings weekly for 26 weeks beginning Oct. 16, thru Atherton & Currier, N. Y.; Marquette Petroleum Co., Chicago (fuel oil) 15-minute sport talks preceding 8 collegiate football games to be broadcast during football season beginning Oct. 7, handled direct.

WBAL, Baltimore: House of Eden, New York (Eden Wave Dry Shampoo) weekly transcription, "Going Places with Tom Blaine", 13 weeks, thru Howland, Oliphant & McIntyre, N. Y.; Shell Western Petroleum Co., New York (gas) football news weekly, 12 weeks, J. Walter Thompson Co., N. Y.; S. O. S. Co., Chicago (cleanser) 9 weekly announcements, Henri, Hurst & McDonald, Chicago, and SHB; Knox Co., Kansas City (Cystex) weekly transcription, 13 weeks, Allen C. Smith Advertising Co., Kansas City.

WFAS, White Plains, N. Y.: Bamacea Co., Inc., Boston (Bamacea Oil and Gastramints) 78 announcements, 13 weeks, thru Bon-R Feature Service, Boston; Caffolean Products Corp., New York (reducing coffee) 3 announcements daily, 4 weeks.

WWNC, Asheville, N. C.: Keeley Institute, Greensboro, N. C. (liquor and drug cure) 6 weather forecasts weekly, thru Williamson-Thomas Agency, Greensboro.

KFEQ, St. Joseph, Mo.: Jay-Bee Sales Co., Kansas City (portable hammer mill) 6 studio programs weekly, direct; W. T. Grant Stores, New York (department stores) 48 announcements weekly; H & H Co., Des Moines (razor blade sharpener) daily announcements, thru R. J. Potts, Kansas City; Aladdin Lamp Co., Chicago, transcriptions and announcements, 13 weeks; Furst-McNess Co., Freeport, Ill. (household necessities) 6 announcements weekly, Rogers & Smith, Chicago; Hardware Trade Journal, Kansas City (magazine) 66 daily announcements; L. L. Coryell & Son, Lincoln, Neb. (Coryell 70 gasoline) 4 announcements, thru SHB, Omaha; Lane Bryant Co., New York (ladies apparel) 12 five-minute transcriptions, George H. Field, N. Y.; Guppert Studios, Des Moines (photo enlarging) 3 weekly musicals and 7 announcements, Lessing Advertising, Des Moines; Hamlin's Wizard Oil Co., Chicago, "Hired Hands", 6 times weekly.

WGN, Chicago: Renewal of Daggett & Ramsdell, New York (cosmetics) Beauty School of the Air 3 days a week at 1:15 to 1:30 p.m., 26 weeks, thru McCann-Erickson, New York; Berland Shoe Co., St. Louis, dramatic sketch Mondays for 39 weeks, effective Sept. 11, thru Louis Westheimer, St. Louis; John Puhl Products Co., Chicago (Bo Peep ammonia) sponsoring 15-minute musical program three nights a week for 39 weeks, effective Oct. 1, thru Charles Silver, Chicago.

WDAY, Fargo, N. D.: Sterling Casualty Co., Chicago (insurance) daily announcements, 26 weeks, thru First United Broadcasters, Chicago; Fargo Food Products Co., Fargo (beer equipment), daily program, 26 weeks, direct; Dyckman Hotel, Minneapolis, announcements, direct; Nicollet Hotel, Minneapolis, announcements, McCord Co., Minneapolis.

WTMJ, Milwaukee: Diesel-Wemmer-Gilbert Corp., Detroit (Delinda cigar) 13 announcements, thru Thomas M. Bowers Advertising Agency, Chicago; Proctor & Gamble Co., Cincinnati (Oxydol) three 5-minute transcriptions weekly, 36 times, Blackett-Sample-Hummert, Chicago, and WBS.

KFI, Los Angeles: Bristol-Myers Co., New York, Francis Ingram transcriptions weekly, 52 weeks, thru Pedlar & Ryan, N. Y., and WBS; Crystal Corp., New York (Outdoor Girl products) weekly transcription, 13 weeks, United Advertising Agency, N. Y., and WBS; J. W. Marrow Mfg. Co., Chicago (Mar-o-Oil Shampoo) 3 studio programs weekly, 52 weeks, Graham Hughes, Los Angeles; Crowell Publishing Co., New York (Woman's Home Companion) weekly "shopping tour", 52 weeks, Geyer Co., N. Y.

WOR, Newark: American Bible Conference, Philadelphia (sermons) 26 times, thru Hancock-Payne, Philadelphia; Grocery Store Products Sales Co., New York (Tody milk drink) 72 programs to be decided, Gotham Advertising Co., N. Y.; Edbling Brewery, Brooklyn, 65 night news comment programs twice weekly, Paris & Peart, N. Y.; Hotel St. George, New York (roof garden) dance music, direct.

WJZ, New York: Liebmann Breweries, Brooklyn, N. Y. (Rheingold beer) on Aug. 26 started "Golden Glow Program", with Jack Denny's orchestra, Shirley Howard, Sigmund Spaeth and Louis Witten, Saturdays, 7-7:30 p.m., EST. Agency: Hanff-Metzger, New York. WJZ on Sept. 17 moved Tastyeast's "Baby Rose Marie" program to Sundays, 12-12:15 p.m. Julius Grossman, Inc., New York (shoes) on Sept. 10 moved its WJZ program over to WEAF, Sundays, 1-1:15 p.m.

WNAC, Boston: Great Atlantic & Pacific Tea Co., N. E. Division, six 25-word announcements daily except Sundays, 1 year, thru Radio Broadcasting Co., Boston; Low Supply Co., Boston (building materials) two 15-word announcements nightly, 60 times, Granville Standish Co., Providence; James A. Aicardi & Sons, Boston (mayonnaise) four 15-word announcements daily, 52 weeks, Mitchell & Co., Boston.

HAMLIN'S WIZARD OIL Co., Chicago (medical) has signed for a daily half-hour musical program on the Southwest Network to start about Sept. 15; also on KRKD, Los Angeles; KFOX, Long Beach, and KNX, Los Angeles; handled direct.

WMAQ, Chicago: Hudson Motor Car Co., Detroit, Mich. (Hudson-Essex autos) for 30-minute musical show, Wednesdays, beginning Sept. 13, for indefinite period, thru Blackman, New York; Maryland Pharmaceutical Co., Baltimore (Rem) daily weather reports for indefinite period, thru Joseph Katz, Baltimore.

RADIO STARS ENLIST—This committee of radio staff stars of Boston stations called on Mayor Curley to get his signature to the NRA consumers pledge. Left to right are Pauline Clark, WBZ; Willie Morris, WEEI; Frances McLaughlin, WEEI; Eleanore Geer, WNAC; Mimi Parks, WBZ, and Nancy Howe, WNAC, chairman.

Department Store Goes In For Variety Offers

SO ENTHUSIASTIC about radio advertising is C. L. Barlow, advertising manager of the E. W. Edwards Department Store of Syracuse, N. Y., that he has been varying his program offerings on WSYR according to the season and the department to be promoted. The Edwards Store has just renewed its "Juvenile Hour", a broadcast direct from the store's own auditorium, featuring children and a popularity contest by vote. This will be again heard through the fall and winter, resuming its old spot and replacing the Uncle Mack & Nick children's birthday party feature of the summer.

In season the store has also been sponsoring play-by-play accounts of the International League Hockey games, and in the summer it sponsors the baseball scores, both in the interests of the men's departments.

NETWORK ACCOUNTS

WYETH CHEMICAL Co., New York (Jad Salts) on Sept. 26 starts "Easy Aces" on 14 CBS stations plus Don Lee network, Tuesdays, Wednesdays, Thursdays and Fridays, 1:30 - 1:45 p.m., EST, 39 weeks. Agency: Blackett-Sample-Hummert, New York.

WILLIAM WRIGLEY, JR., Co., Chicago (chewing gum) on Sept. 25 resumes "Myrt & Marge" on 23 CBS stations, Mondays to Fridays inclusive, 7-7:15 p.m., EST, with repeat same days, 10:45-11 p.m., EST, to 17 stations and Don Lee network, 31 weeks. Agency: None yet appointed.

GENERAL FOODS Corp., New York (Postum) on Sept. 22 starts Christy Walsh's "All America Football Show", on 43 CBS stations and Don Lee network, Fridays, 8:30-9 p.m., EST, 13 weeks. Agency: Young & Rubicam.

GENERAL FOODS Corp., New York (Maxwell House coffee) on Oct. 5 renews "Captain Henry's Show Boat" on 50 NBC-WEAF stations, Thursdays, 9-10 p.m., EST. Agency: Benton & Bowles, New York.

A. C. GILBERT Co., New Haven, Conn. (electric toys) on Oct. 29 starts "True Engineering Stories", dramatic series, on 28 NBC-WJZ stations, Sundays, 6:45-7 p.m., EST. Agency: Charles W. Hoyt Co., New York.

KING'S BREWING Co., Brooklyn, N. Y., whose "King's Henchman" program has been carried on WABC only, Mondays on Sept. 23 extends to 9 eastern CBS stations, featuring Fred Berren's orchestra, Jane Froman and Charles Carlile, Saturdays, 7:30 - 8 p.m., EST. Agency: Trades Advertising Agency, N. Y.

LOUIS PHILLIPPE, Inc., Chicago (cosmetics) on Sept. 5 renewed "Marie, the Little French Princess" on 25 CBS stations, Tuesdays, Wednesdays, Thursdays and Fridays, 1-1:15 p.m. Agency: Blackett-Sample-Hummert, Inc., New York.

SAFEWAY STORES, Inc., San Francisco (Brown Derby and Humboldt beer) on Sept. 8 started Tim Ryan, Irene Noblette, comedians, Knickerbocker Quartet and Pair Pianos, on basic NBC-KGO network (except KHQ), Mondays and Fridays, 9:45-10 p.m., PST. Agency: Botsford, Constantine & Gardner, San Francisco.

DR. MILES LABORATORIES, Elkhart, Ind., on Sept. 20 extends its sponsorship of the "WLS Barn Dance" to 18 NBC-WJZ stations, Saturdays, 11-12 p.m., CST. Agency: Wade Advertising Agency, Chicago.

J. A. FOLGER & Co., Kansas City, Mo. (coffee) on Sept. 18 starts "Judy and Jane", script show, on NBC hookup of WOC - WHO, WOW, WDAF, KSTP, WEBC, KVOO, WBAP, WKY, and WOAI, daily except Saturdays and Sundays, 3:30 to 3:45 p.m., thru Sept. 22 and thereafter from 2:30 to 2:45 p.m. Agency: Blackett-Sample & Hummert, Chicago.

GEORGE E. WARREN Co., Boston (Cleercoal fuel) on Sept. 17 starts "The Cleercoalers", orchestra and talent to be decided later, on WNAC, WEAN, WORC, WMAS, WICC and WDRC of the Yankee network, Sundays, 6-6:30 p.m., EST, 32 weeks. Agency: Harry M. Frost, Boston.

H. N. HARTWELL & SON, Boston (Petro Karbon fuel) on Sept. 23 starts program to be announced on WNAC, WEAN and WORC of the Yankee network Sundays 5-5:30 p.m., EST, 26 weeks. Agency: Dowd & Ostreicher, Boston.

LIONEL Corp., New York (Lionel electric trains) on Nov. 5 starts "True Railroad Stories" on nation-wide NBC-WEAF network, Sundays, 4-4:15 p.m., EST, with program also to be heard Wednesdays, 5-5:15 p.m., EST, starting Nov. 15. Agency: Fuller, Smith & Ross, Cleveland.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints and varnishes) on Sept. 13 started "Smiling Ed" McConnell on 20 CBS stations from Cincinnati, Wednesdays, 11:15-11:30 p.m., EST, 13 weeks. Program is in addition to Acme's presentation of same artist Sundays, 5:30 - 5:45 p.m., EST. Agency: Henri, Hurst & McDonald, Chicago.

SHELL EASTERN PETROLEUM PRODUCTS, Inc., New York, on Sept. 14 began "Shell Football Reporter", with Eddie Dooley, former Dartmouth quarterback, on 24 CBS stations, Thursdays, Fridays and Saturdays, 5:30 - 5:45 p.m., EST, 13 weeks. Agency: J. Walter Thompson Co., N. Y.

JOHN H. WOODBURY Co., Cincinnati (soaps) on Oct. 16 starts Bing Crosby on 24 CBS stations plus Don Lee Network, Mondays, 8:30 - 9 p.m., EST, 26 weeks. Agency: Lennen & Mitchell, N. Y.

GENERAL MILLS, Minneapolis (Bisquick) on Oct. 9 starts "Betty and Bob", housewives feature, on 27 NBC-WJZ stations, Mondays to Fridays inclusive, 4-4:15 p.m., EST. Agency: Blackett-Sample-Hummert, Chicago.

RALSTON PURINA'S NBC - WEAF program starting Sept. 26 will feature Madame Sylvia of Hollywood, beauty expert. (Details in Sept. 1 BROADCASTING.)

CBS CHANGES: Ex Lax's "Big Show" program, featuring Isham Jones' orchestra, Gertrude Niesen, Paul Douglas as master of ceremonies and guest stars will be heard Monday nights, starting Sept. 25, 8:30-9 p.m., EST; Pillsbury's morning program, Mondays, Wednesdays and Fridays, starting Sept. 11, is titled "Kitchen Close-Ups", with Mrs. Mary Ellis Ames from company's Minneapolis experimental kitchen; Corn Product's Linit "Bath Club" reviews, starting Oct. 1, will use Erno Rapee conducting a 50-piece symphony with Nino Martini and Jane Froman.

PROSPECTS

ROSE CLAIRE LABORATORIES, New York (Alpine Forest Pine Needle Bath) will use radio with other media in a campaign to be handled by Thomas H. Reese & Co., New York.

PRINCE MACARONI MFG. Co., Boston, will use radio with newspapers in a campaign to be handled by the Harry M. Frost Co., Boston.

THINC PRODUCTS, Inc., New York (Thinc Hand Creme, etc.) will use radio with newspapers in a campaign to be handled by Maxon, Inc., N. Y.

THE GLESSNER Co., Findlay, O. (Keen Shaving Kreem, Turpo Electric Vaporizer and Glessco) will use radio and newspapers in a campaign to be handled by Campbell-Sanford Advertising Co., Cleveland.

The New

WBAL

BALTIMORE

Has Increased Its Signal Strength In Baltimore

MORE THAN 200%

and at the same time actually improved its service to neighboring territory.

Maryland's Only High Power Station

FREDERICK R. HUBER, *Director*

SUCCESSFUL

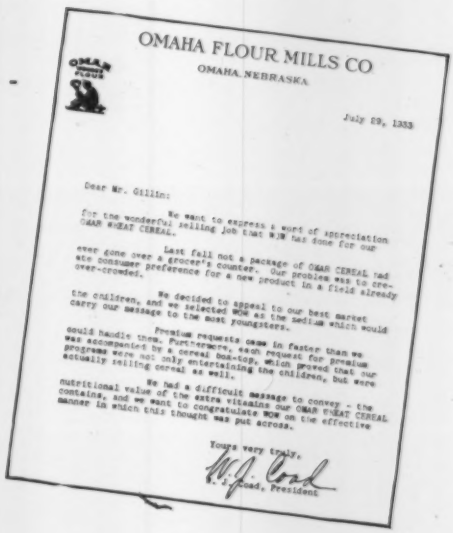
in creating consumer preference

WOW

COVERS AMERICA'S BREAD BASKET

INTRODUCES NEW CEREAL WITH LOCAL PROGRAM

READ THIS LETTER - - - -



OMAHA FLOUR MILLS CO

OMAHA, NEBRASKA

July 29, 1933

Dear Mr. Gillin:

We want to express a word of appreciation for the wonderful selling job that WOW has done for our OMAR WHEAT CEREAL.

Last fall not a package of OMAR CEREAL had ever gone over a grocer's counter. Our problem was to create consumer preference for a new product in a field already over-crowded.

We decided to appeal to our best market the children, and we selected WOW as the medium which would carry our message to the most youngsters.

Premium requests came in faster than we could handle them. Furthermore, each request for premium was accompanied by a cereal box-top, which proved that our progress were not only entertaining the children, but were actually selling cereal as well.

We had a difficult message to convey - the nutritional value of the extra vitamins our OMAR WHEAT CEREAL contains, and we want to congratulate WOW on the effective manner in which this thought was put across.

Yours very truly,

W. J. Coad

W. J. Coad, President

WOW CAN DO YOUR JOB IN THIS TERRITORY

Write to John J. Gillin, commercial manager, for further information on WOW's dominating position in the rich Corn Belt territory.

RADIO STATION

590 KILO. **WOW** 1,000 WATTS

CLEARED REGIONAL CHANNEL

Owned & Operated by

WOODMEN OF THE WORLD LIFE INS. ASS'N

ASSETS MORE THAN $113,000,000

OMAHA

You know what is happening to the Tennessee Valley, to the Textile Industry, to Cotton, to Tobacco—and a lot of other items. As they climb, remember it is WSM's market that's climbing.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO ATLANTA SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

GIRARD ELLIS, until recently with the Commercial Broadcasting Service, Chicago, and before that with Vanderhof & Co. and Judson Radio Corp., on Sept. 1 joined Free & Sleininger, Chicago radio station representatives, as head of its newly established program service department.

M. W. KNAPP, formerly on the sales staff of CKLW, Windsor-Detroit, and before that with WJR, Detroit, has joined the sales staff of the J. H. Neebe Co., radio counsellors, General Motors Bldg., Detroit.

JACK ROGERS, formerly with KELW, Burbank, Cal., lately with KHJ, Los Angeles, has joined Radiocraft Productions, Los Angeles, as account executive.

EDWARD PETRY & Co., station representative, has moved its Chicago office into larger quarters in the Wrigley Bldg.

THOS. LEEMING & Co., New York (Baume Bengue and Vigro hair tonic) has appointed William Esty & Co., New York, to handle its advertising.

KING'S BREWERY, Brooklyn, N. Y. (King's beer) has appointed Charles Austin Bates, Inc., New York, to handle its advertising.

ELECTROL, Inc., New York (oil burners) has appointed Smith, Sturgis & Moore, New York, to handle its advertising.

RADIO STATION REPRESENTATIVES
Walter Biddick Co.
568 Chamber of Commerce Bldg., Los Angeles
577 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle

IN AN ITEM in the Sept. 1 issue of BROADCASTING, it was stated that Fels & Co., Philadelphia (Fels Naphtha soap) is buying time on selected stations, using local talent, through Young & Rubicam, New York, and that DeWitt Robinson is making contacts direct with stations. Hubbell Robinson, Jr., is the account executive making such contacts. DeWitt Robinson is an official of WOKO. BROADCASTING regrets the error.

DR. W. H. VOELLER, vice president of Conquest Alliance Co., New York, has returned from a business trip to the West Indies, where he opened a Porto Rico office. Albert M. Martinez, formerly with Erwin, Wasey & Co. and the Foreign Advertising and Service Bureau, has joined the Conquest New York Staff.

UNIVERSAL RADIO PRODUCTIONS, Tower Bldg., Chicago, has been named midwest division of Titan Production Co., San Francisco. M. M. Blink will be in charge.

ARTHUR PRYOR, Jr., radio director of Batten, Barton, Durstine & Osborn, New York, will personally direct Remington Rand's new "March of Time" series which starts Oct. 6 on CBS.

COMMUNITY Broadcasting Studios, 2234 West Adams St., Los Angeles, has announced that it will open its studios to agencies for preview and audition purposes.

FRANK A. ARNOLD, vice president of Albert Frank-Guenther Law, New York agency, was guest speaker over an NBC-WEAF network Aug. 28 on "Radio, a Social Force."

DURKEE-MOWER, Inc., Lynn, Mass. (Marshmallow Fluff dessert) has appointed Harry M. Frost Co., Boston, to handle its advertising, with a radio campaign to start shortly.

HAMILTON BEACH MFG. Co., Racine, Wis. (electric motor driven appliances) has appointed Western Advertising Agency, Racine, to handle its advertising.

NO BALLYHOO!

Last Forms For The NAB Convention Issue

BROADCASTING *Broadcast Advertising* OCTOBER 1

CLOSE SEPTEMBER 23

SEND YOUR COPY TODAY

STUDIO NOTES

THIRTY colleges and universities will be pictured in a twice weekly "newsreel" series of educational programs starting Sept. 25 on WSM, Nashville. Presenting the history purpose, sidelights and activities of college life, WSM is cooperating with leading American institutions of higher learning to build the programs.

"BADGER SPOTLIGHT" titles a new 10-minute daily feature on WTMJ, Milwaukee, designed to promote good will in rural Wisconsin. It carries announcements of local happenings in towns outside of Milwaukee, editors of state papers having been asked to cooperate by sending in news. It includes paid announcements of some of the activities broadcast.

AN "ON TO SCHOOL" program, featuring college music and interspersed with commercial announcements from concerns interested in returning college students, is proving a popular and effective twice weekly feature on WDAY, Fargo, N. D.

THE BUTTE ANGLERS Club is starting its third year on KGIR, Butte, Mont., with weekly programs featuring talks on sports. Time is donated by KGIR, which has refused commercial sponsorship offers because the program is a goodwill builder.

KGGC, San Francisco, has moved from its old location on Mission Street to new headquarters in the Olympic Hotel, downtown.

"VOICE of the ALBUM" titled a 13-week series, featuring Jean Egart, on WGST, Atlanta, sponsored by Lyle & Gaston, Inc., Home of Snapshot Service.

A CRIME prevention campaign was launched on Sept. 9 over WCAU, Philadelphia, by Warden Smith and the trustees of the Pennsylvania Eastern State Penitentiary. Dr. W. Nisson Brenner, noted Philadelphia criminologist, presents a different prisoner to tell his story each Saturday night. The programs are titled "The Prisoner Speaks".

DEPARTING from the idea of a test program being purely utilitarian, WHB, Kansas City, now experimenting on 1120 kc. after midnight, has built up the "WHB Night Club of the Air," featuring headline acts. Paul Pendarvis and his "Band from Movieland" supply the foundation for the presentation, playing from the Muehlebach Grill, with the mythical "Mike Midnight, who never sleeps."

"DOPE FROM the Dugout" is the title of France Laux's sport broadcast over KMOX, St. Louis, directly from the ball park's dugout. Outstanding baseball players are interviewed before each game.

FOR SEVERAL days following the signing of the NRA Code, WDEL, Wilmington, Del., used the following announcement before its call letters: "The Blue Eagle station in the Blue Hen state."

"THE TRIAL of Vivienne Ware", popular radio serial of 1932, was scheduled for a six-episode broadcast on WTMJ, Milwaukee, Sept. 11 to 16.

New G. E. Offices

NEW EXECUTIVE headquarters of General Electric Company have been established in the old RCA Building at 570 Lexington Ave., New York, as a result of the acquisition of that building by G. E. following the Department of Justice consent decree whereby G. E., Westinghouse and other companies divested themselves of their RCA holdings. RCA recently moved into the RCA Building in Rockefeller Center, to which its subsidiary, NBC, will move its offices and studios before the end of this year.

EQUIPMENT

A TOTAL of 73 broadcasting stations have purchased the transcription turntable equipment developed by RCA Victor Co. since the apparatus was placed on sale last fall, according to a compilation released by RCA Victor headquarters at Camden, N. J. The stations follow:

WAPI, WSYR, WCAU, KOMA, KTHS, WGNY, WMCA, WDOD, WODX, WGLC, WGN, WAAW, WCAO, KTAT, KWCR, WBCM, WFI, KRLD, WODA, WDAF, KWK, WWL, KFH, WEEU, WHFC, WFBC, KFJZ. WFAA, KGKL, WREN, KFI, WBEN, KSL, WTAM, WGY, KOA, WRC, KGO, KYA, KPO, WENR, KOMO, WOAI, WJR, WFBM, KOAC, WOR, WCKY, WHAS, WNAX, KGW, WSM, WCAH, WPRO, WHOM, WLW. KUJ, WHA, WMC, WSB, WCAZ, WLS, WCAD, WPTF, KOIN, KGBS, WCBM, WWJ, WEHC, KMBC, KOAC, WNYC and WNBF.

BEN ADLER, formerly in charge of the Dallas district, RCA-Victor Co., has been appointed head of the new Atlanta district, and has established offices at 150 Walter St. N. W., Atlanta. He was succeeded at Dallas by W. M. Wittey, his former assistant.

THE STEEL TOWER antenna of WABC, New York CBS key at Wayne Township, N. J., has been made 45 feet shorter, reducing its lattice-work mast to 620 feet and resulting in improved transmission, according to CBS engineers.

A NEW FAN antenna, believed to be the only one of its type to be used in this country, has replaced the vertical cage of KNX, Hollywood. Kenneth G. Ormiston, chief engineer, reports improved coverage since the installation.

Hearing on WLWL Plea is Continued

AFTER a three-day hearing on the application of WLWL, New York, for full time on the 1100 kc. clear channel it now shares with WPG, Atlantic City, the Radio Commission on Sept. 8 ordered continuance of the hearing until Sept. 25 to allow time for procurement of additional evidence.

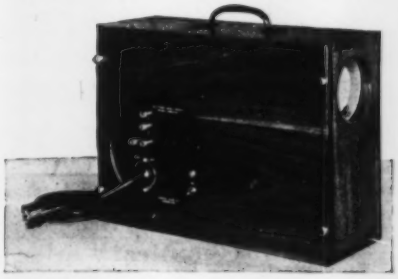
Represented by Duke M. Patrick, former Commission general counsel and John W. Guider, WPG is seeking to protect its present facilities. The station is operated by CBS but owned by the municipality of Atlantic City. WLWL, operated by the Missionary Society of St. Paul the Apostle, is already in an overquota state. It is represented by Edward F. Joyce, Jr., formerly an attorney for the city of New York.

The hearing has been marked by clashes between counsel and by questions asked by the Commissioners, notably James H. Hanley, representing the fourth zone.

Store Renews

HOUGHTON & DUTTON Co., Boston department store, has renewed Uncle Bob Houghton's Sunday morning comic strip series on WNAC, collaborating in the sponsorship with the BOSTON SUNDAY ADVERTISER, Hearst newspaper, whose comic supplement is read. Salinger & Publicover, Boston, handles account.

PORTABLE CATHODE-RAY OSCILLOGRAPH



THIS IS A new cathode-ray oscillograph contained in one compact assembly, ready for operation from the 115-volt, 60-cycle mains. It has a 3-inch screen of willemite and a 1000-volt electron beam. Ideal for waveform studies on broadcast transmitters.

PRICE $90 COMPLETE

Write for Bulletin EX-3306-B which decribes the oscillograph in detail. Address

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

2 Packs of Smokes

THE WWVA Midnight Jamboree became ambitious and took to the stage for a public appearance. Just radio publicity—that's all—and 3305 jammed a 3000 seating capacity house to see the WWVA radio stars in action. The show boys in Wheeling shook their heads and called it a "break". One ambitious theatre manager made a friendly wager of two packs of cigarettes that the public appearance idea would not stand the pace beyond a second Saturday night stand.

He lost!

We have passed the 20th weekly public appearance of the WWVA Midnight Jamboree and 32,312 "paids" have rewarded our efforts. And, mind you, these 20 shows included the dullest show months of the year—June, July and August! And now the boys in the theatrical business can't figure it out. Their chorus is—

"How do you do it?"

The answer is simple—

LOYAL LISTENERS

WWVA is doing a great job for radio advertisers in Eastern Ohio, Western Pennsylvania and West Virginia, and doing it with listeners who represent the type that tune in with the "Eye Openers" and stay with us until the last dog is hung! A million pair of loyal ears worthy of any radio advertising appropriation.

What's your job?

Representatives
J. H. McGillvra, 2 West 45th St., New York City.
Paul A. Lamb, Room 1452, 228 N. LaSalle St. Chicago, Ill.
Tel: Central 3968

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, West Va.

Columbia Station

. . . JUST A MOMENT, *please*

To . . . RADIO EXECUTIVES

. . . who due to recent increased activity in the field of broadcasting, are seeking the services of men with the highest degree of efficiency . . . men who are actual radio technicians . . .

We Have Those Men For You!

■

More than 125 broadcasting stations, including most of the larger ones are employing CREI students and graduates—in many cases as Chief Engineers and Chief Operators.

■

Our files contain the names of several graduates of our recent Residence Course . . . men in whom we have every confidence . . . and who we are anxious to see placed immediately. All of these men have had commercial radio experience, and because of their actual ability, we suggest that you get in touch with us at once.

CREI

Address your inquiry to Mr. E. H. Rietzke, President

CAPITOL RADIO ENGINEERING INST.
14th and Park Road N. W.
Washington, D. C.
(Dept. B-9)

Baldwin Urges a Moratorium

(Continued from page 14)

allocation of broadcast frequencies. This would require, first, a careful survey of the art to determine whether any improvements are contemplated which might change the existing structure, and if so when, and, second, the drafting of a plan designed to make available to the other nations of North and Central America a maximum number of frequencies without injury to existing service areas, and with a minimum number of changes in frequencies. In such a manner the industry can be prepared to assist in the settlement of the problem after the radio officials of Mexico have had an opportunity to exercise the authority so recently granted them by their government. Such an undertaking can be handled economically and impartially by the managing director of the NAB and is entitled to the support of every broadcast station in the United States.

15-Year Licenses Urged

IN THE meantime, the industry should insist upon an amendment of the Radio Act of 1927 which would permit the issuance of licenses for periods of at least 15 years. The operation of stations in Canada by the government and the grant of concessions to private individuals and corporations in Mexico for periods as great as 50 years make this a matter of vital importance to American broadcasters.

It is hoped that the Federal Radio Commission will show a willingness to aid the industry in this respect by immediately issuing licenses for a term of three years as provided by existing law. Longer license terms are equally justified for purely domestic reasons. The broadcast industry, like all other industries, is enrolled in the great undertaking of the President to provide a shorter work week, increase employment and to provide a minimum wage. Probably by the time this is published the broadcast industry will have reduced the hours of labor of some 10,000 regular employes, increased the wages of many of them and furnished employment to several hundred more. All of which it is estimated will increase overhead expenses by approximately $1,000,000.

Broadcasters will do their part without complaint. It may tax their resources and they may need credit to follow through. It should be remembered that the industry is too young to have built large reserves for such an emergency. The fact that broadcasters have only a six month franchise may be a serious handicap in obtaining credit. If a newspaper publishing company, a telephone company, an electric power company or a corner grocery store is in need of credit, they do not have to say they are conducting their business by virtue of a license issued by the Federal government which must be renewed every six months.

The truth of the matter is too many economic factors have been ignored in the building and administration of American broadcasting. License terms is one of them. The average 500-watt station has an investment of $54,100, the average 1,000 watt station represents an investment of $104,100 and the average station of more than 5,000 watts power represents an investment of $310,000. Yet within 120 days after the owner of a station gets a license to operate he must file an application for a renewal of that license. I have confidence that the Federal Radio Commission will soon look at this matter squarely and give to broadcasters the maximum licenses allowed by law.

Higher Power Advocated

A FURTHER means of protection would result from a change in the policy of the Federal Radio Commission concerning the operating power of stations. Local and regional stations should be allowed an horizontal increase in power so they can lay down a signal of sufficient intensity to enable them to compete fairly with all other stations; and a minimum operating power of 50,000 watts should be prescribed for all clear channels. Consistent with good economics there should be no limit to the maximum power used by a clear channel station. The licensee is not entitled to a clear channel if he is unwilling or unable to make maximum use of it. Adherence to the present policy offers no protection to American broadcast stations from further encroachments by foreign stations and denies to the American radio audience a better grade of service. It is evident that there is something wrong with our sense of proportion concerning this question of power.

To restrict a local station to 100 watts power, or about the same amount of energy used in the average reading lamp, is absurd. Moreover, to describe a radio station which uses 50,000 watts power, or about the same amount of energy used to light the entrance to a modern picture theatre, as a super power station, indicates a lack of vision which should not go unchallenged. Certainly it would be in the public interest, and beneficial to listeners, if the government required each owner of a radio station to make maximum use of the frequency assigned him. The Federal Radio Commission should not wait longer to initiate a few needed reforms.

Pending a careful appraisal of the situation; pending the time when broadcasters are given some of the advantages contemplated by the Radio Act of 1927, as amended; until broadcasters have had an opportunity to present a plan for the settlement of existing international problems; and until the Mexican government has had an opportunity to enforce its new radio regulations—let's have a moratorium on radio conferences.

S. O. S. Co., Chicago (cleanser) on Sept. 6 began a limited number of periods on the NBC-KGO networks "Woman's Magazine of the Air" as a test campaign. Agency: Henri, Hurst & McDonald, Chicago.

Good Company!

The Great A & P Tea Co.
Hudnut Sales Company
Kroger Grocery & Baking
Monroe Chemical Co.
Ward Baking Company
Marion Lambert, Inc.
Beech-Nut Packing Co.
Iodent Chemical Co.
Rumford Chemical Works

IT IS significant that when national advertisers buy "spot" programs in Cleveland to do an intensive coverage job of the Cleveland trade-area, more of them select Station WGAR than any other Cleveland station. We will be glad to send you the complete list—the above are only a few—of WGAR "spot" advertisers, together with complete information on WGAR coverage and merchandising service. Write

The **WGAR** Broadcasting Co.

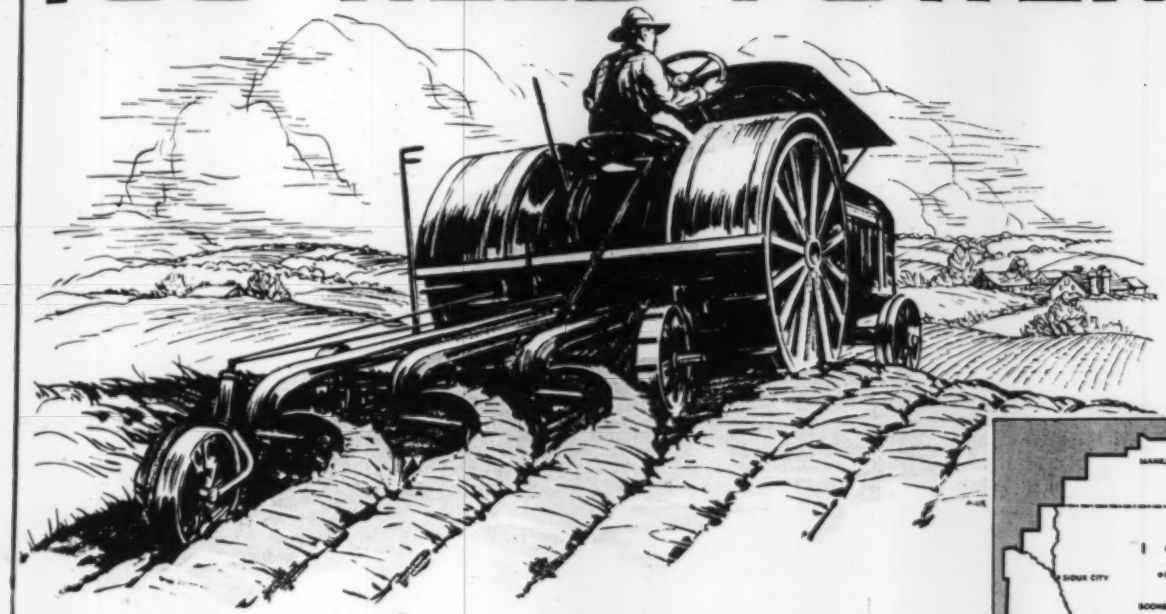
JOHN F. PATT, *General Manager*

HOTEL STATLER CLEVELAND, OHIO

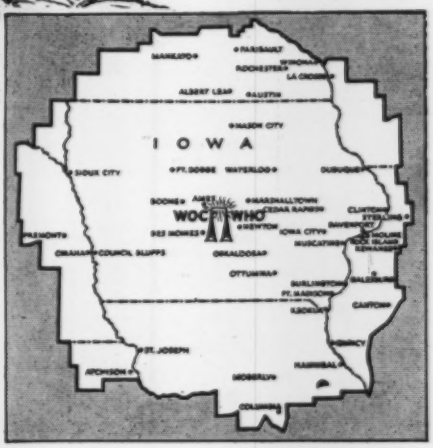
In Detroit — It's **WJR**

One-horse methods may suit a cabbage patch—but

WHERE YOU'VE GOT GROUND TO COVER
YOU NEED POWER



NRA MEMBER U.S. WE DO OUR PART



IN IOWA, where radio advertising must move goods in many local markets, it pays to use the ONE "50 KW" that covers them all—WOC-WHO

ONE glance at the Iowa market—and you can readily see the fairly even distribution of population over a wide area—which makes Power necessary to do a profitable job of selling by radio.

Fortunately, Power IS available. With 50,000 watts, WOC-WHO has 92% of the power licensed for evening commercial broadcasting in Iowa. The transmitter, centrally located, lays down a strong signal, day or night, in the primary coverage area shown on the small map at the right.

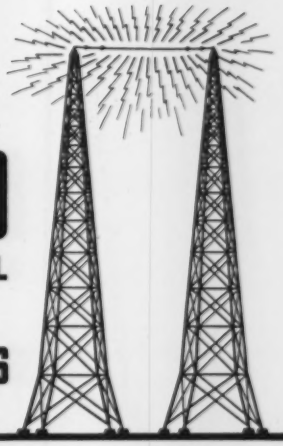
Strong local program service, plus the advantage of being the only Iowa outlet for NBC-WEAF (Red) Network programs, has built a large habitual audience for WOC-WHO, among the 4,389,108 listeners within the primary area.

In any schedule of spot broadcasting for the nation or the midwest, WOC-WHO can help the advertiser sell goods at a profit. If time is wanted this fall, it will pay to make arrangements promptly.

CENTRAL BROADCASTING COMPANY
914 Walnut Street, Des Moines, Iowa • Phone 3-3251
CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373

"GROUND TO COVER"—In contrast to many territories, Iowa has never concentrated its consumers in one or two large cities. To sell Iowa, you must reach scores of cities, and hundreds of small towns. The primary day-time service area of WOC-WHO, shown on the map, includes forty-three cities over 10,000. With 50,000 watts, WOC-WHO gives you the coverage necessary to do a good selling job.

WOC-WHO
FULL-TIME, CLEARED-CHANNEL
50,000 WATTS



Iowa has ten commercial radio stations with total evening power of 4,000 watts

AND ONE STATION, WOC-WHO WITH 50,000 WATTS

A NEW SERVICE
J. H. NEEBE CO.
BROADCASTING
COUNSELORS
GENERAL MOTORS BLDG.
DETROIT

Programs
(on discs or over wires—local or national)
Sales Promotion Plans
Radio Advertising Ideas

WHEN agencies and advertisers are as familiar with the technical side of transcriptions as they are with engraving they will not buy, figuratively speaking, a 65-line half tone to print on stock that will take a 133-line plate. They'll buy Western Electric Wide Angle vertical cut transcriptions. Ask me about them.

Jaeneebe

CONSULTATION WITHOUT OBLIGATION

Test Suit Filed Against ASCAP

(*Continued from page 8*)

accept all or none of the compositions controlled by the defendants.

Royalties Attacked

"THE AFORESAID standard form of license agreement requires the payment by plaintiff of a basic charge of Twenty-seven Hundred and Fifty Dollars ($2750.00) per year, claimed by the defendants to be based upon the assumed efficiency of plaintiff's station, the amount of authorized power of plaintiff's station, the assumed distance at which, under normal conditions, plaintiff's station may be heard through the ordinary receiving instruments, and the number of persons assumed to be reached by means of such instrumentalities. In addition to such basic charge, a standard percentage of gross income is assessed against the plaintiff under said license agreement, the amount being fixed at 3% of the gross income from all programs for the period from October 1, 1932, to September 30th, 1933; 4% for the succeeding period ending September 30th, 1934, and 5% for the period ending September 30th, 1935. The amounts to be paid as so-called royalties under the aforementioned standard license agreement are not reduced or affected by the fact that the musicians or artists employed by the licensee may also be licensed to perform publicly the musical compositions controlled by the defendants, nor by the fact that the licensee may be authorized by another licensed radio broadcasting station to amplify and broadcast a program performed at such other station, nor is the license fee based upon the number of public performances of any particular composition or compositions, or the number of compositions embraced within such license which may be reproduced by the plaintiff, but said license fee, irrespective of the extent to which the license may be used, is arbitrarily based upon the income derived from all programs, including programs which are made up entirely of music belonging to other copyright owners or of music which is in the public domain, and including programs which do not employ music at all.

"The defendants have refused to give to the plaintiff or to make public, a list of the titles of the copyrighted compositions embraced within said license, and under threat of cancellation of said license and prosecution for copyright infringement, have compelled the plaintiff and other licensee broadcasting stations to make periodic report of all compositions included in the licensee's radio programs and to furnish other information respecting the licensee's business, ostensibly for the purpose of accounting, but actually to enable the defendants to extend and perpetuate their control over copyrighted compositions afid the agencies in interstate commerce using the same, in furtherance of their aforesaid illegal objects.

Illegal Combine Charged

"BY MEANS of the combination represented by said association, the defendants have gained control of practically all of the popular music for which there has been created a public demand, as well as the talent by means of which such compositions are produced. In consequence thereof, the plaintiff and its radio broadcasting facilities are subjected to the control of the defendants and their associates in the aforesaid unlawful association, and plaintiff is compelled to pay to the defendants as hereinabove alleged, extortionate and unreasonable sums under the guise of royalties, but in practical effect as a license fee for the privilege of operating its facilities as instrumentalities in interstate commerce, on a commercial basis.

"By reason of the conditions imposed by the defendants requiring plaintiff to accept a blanket license covering all of the copyrighted music controlled by said association, plaintiff is not free to select the compositions of other composers not members of said association without duplication of expense by way of royalty payments, and plaintiff is virtually compelled to broadcast only the music assumed to have been composed or acquired by members of said association. The defendants have thereby substantially eliminated competition among composers and among music publishers, and more particularly have eliminated competition in the compositions and publication of musical compositions on the part of individuals not members of said association, to the detriment of the public interest, and of interstate commerce, and in furtherance of defendant's conspiracy and illegal monopoly.

Protest Increases

"IN THE CASE of all enterprises other than the transmission of musical entertainment by means of radio broadcasting substantially different terms are made, and relatively lower charges are assessed by the defendant for the privilege of public performance of the copyrighted compositions controlled by said association. In furtherance of defendant's plan to control directly the radio broadcasting facilities operated within the United States, including the facilities of the plaintiff, as a means of profit to the defendants and members of said association, the defendants have from year to year substantially increased the amount charged for license privileges to radio broadcasting stations, including the plaintiff, and defendants threaten to, and will unless restrained, still further increase the amount of so-called royalty payments to a point where the defendants shall have gained the control of all benefits and profits of radio broadcasting and of the operation of the broadcasting facilities of the plaintiff.

"Plaintiff has no adequate remedy at law, and will suffer irreparable damage unless the defendants are enjoined from carrying out the illegal purposes and methods of control herein complained of.

"Plaintiff is ready and willing to pay reasonable royalties to all copyright owners whose compositions are used in the programs which are broadcast by plaintiff's station, and hereby offers to pay into court or secure the payment or perform and abide by such other provisions or conditions as the Court may determine to reasonably compensate the copyright owners who are parties defendant herein, individually or by representation, for the public performance of all copyrighted compositions embraced within the license between said association and the plaintiff during the pendency of this suit, and for such reasonable time thereafter as will enable the parties to make fair and equitable arrangements for the future use of such copyrighted material.

Relief is Asked

"WHEREFORE, Plaintiff prays the Court for the following relief:

A. That the combination represented by defendants under the name of American Society of Composers, Authors and Publishers be held to be in violation of the Anti-Trust Laws and that all contracts between said association and its members be declared void.

B. That the defendants and each of them be permanently enjoined from interfering with interstate commerce.

C. That the defendants and each of them be permanently enjoined from carrying on, or participating in, the operations of said association.

D. That defendants' contract with plaintiff be declared void, as being part of a scheme, forced upon plaintiff, to restrain interstate commerce and that defendants be enjoined from commencing any copyright infringement suits or actions, upon the giving of a bond by plaintiff to secure the payment of such reasonable royalties as the court may adjudge.

E. Such further relief as to this court seems fit."

FANS ARE SANE!
Graphologist Says Mail Shows High Intelligence

WISECRACKERS and scoffers to the contrary, radio attracts the sanest portion of the population as its audience, according to Jane Redington, president of the American Graphological Society who broadcasts on WINS, New York, twice weekly.

"The radio audience is remarkably free of highly neurotic and insane persons, judging on the basis of an examination of letters they write to radio personalities," Miss Redington said. "Radio fans seem to be much more sane than the average of people or even large special groups to whose letters I have access."

The index to sanity used by Miss Redington is the mental condition revealed in their handwriting. She attributes the high intelligence of the radio audience to a single selective factor: that listening-in requires a high degree of concentration, which the highly neurotic person is unable to bring to any activities.

25,000 WATTS
In the Heart of the
MIDDLE WEST

ADVANTAGEOUSLY situated in the heart of one of the Nation's richest markets, WHAS is highly important to the success of your radio sales campaign. This is the nearest high-powered station to the center of population, and during the past eleven years it has built a large, responsive audience of regular listeners. When going on the air, specify—

Nearest High Power
CLEARED
CHANNEL
To the Center of Population

820 KILOCYCLES
365.6 METERS

CONTINUOUS TIME

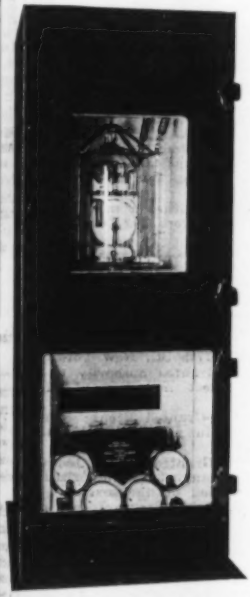
WHAS

Owned and Operated by The Courier-Journal and The Louisville Times
Affiliated With Columbia Broadcasting System

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
17 E. 42d St., New York—Wrigley Bldg., Chicago—235 Montgomery St., San Francisco
General Motors Bldg., Detroit—Marietta St. Bldg., Atlanta

Play safe

HAVE YOUR STATION FREQUENCY CHECKED—*NOW!*



This cabinet houses the Westinghouse standard quartz crystal for frequency-measuring duty. The crystal is enclosed in an hermetically-sealed glass container under constant conditions of temperature, humidity and pressure. The complete cabinet is mounted on a single stone foundation.

EVERY radio man knows the value and absolute necessity of periodic frequency measurements ... and the unpleasant consequences of varying more than *plus or minus 50.*

Since the early days of broadcasting, there always have been ways and means of checking frequencies ... but none more precise or more positive than the new frequency-measuring service now offered by Westinghouse.

The efficiency of Westinghouse equipment matches that of official apparatus. Its primary frequency standard is checked every day against Arlington's time signals, and weekly against the standard frequency transmissions from WWV. Unsurpassed accuracy is the result!

Whether you want a one-time check, or prefer weekly reports, made over a period of months, this service can be furnished at attractive rates.

Play safe! Have Westinghouse check your frequency.

Westinghouse

Quality workmanship guarantees every Westinghouse product

Frequency Measuring Service

USE THIS COUPON

Radio Division
Westinghouse Electric & Manufacturing Co.
Chicopee Falls, Mass.

Gentlemen: I want information and prices on your Frequency-measuring Service.

Name .....

Station .....

Position ..... T 79777

Address ..... B 9-15-33

ACTIONS OF THE
FEDERAL RADIO COMMISSION

AUGUST 31 TO SEPTEMBER 14 INCLUSIVE

Applications . . .

AUGUST 31

WBAL, Baltimore—Extension of special temporary experimental authorization to synchronize with WJZ (760 kc.) when WTIC operates on 1060 kc., from 9-1-33 to 12-1-33.

WCAU, Philadelphia—Authority to determine operating power by direct antenna measurement.

KLCN, Blytheville, Ark.—Modification of CP to extend completion date.

KUOA, Fayetteville, Ark.—Modification of CP to extend commencement and completion date.

WBHS, Huntsville, Ala.—CP to change frequency from 1200 to 1500 kc., move transmitter and studio from Huntsville, Ala., to a site to be determined in Durham, N. C., and increase hours from 6/7 time to unlimited time. Resubmitted and amended to omit request for change in hours. Request facilities WBHS be transferred from Alabama to North Carolina.

KRE, Berkeley, Cal.—Modification of license for change in specified hours of operation.

SEPTEMBER 1

WQDM, St. Albans, Vt.—CP to make changes in equipment.

WGCP, Newark, N. J.—CP for new equipment and increase power from 250 w. to 1 kw. night, 2½ kw. to LS, amended as to equipment and to request increase in hours to 1/3 time.

WCAE, Pittsburgh, Pa.—Modification of CP granted 6-30-33 to extend date of completion to 5-1-34.

KGIX, Las Vegas, Nevada—Modification of CP granted 6-23-33 for changes in equipment. (Resubmitted with corrections.)

NEW, Avalon, Cal.—Magic Isle Broadcast Co., E. L. Mathewson, Pres.; H. O. Elsner, Bus. Mgr.; A. C. Freeman, Tech. Director; CP for new station to use 1220 kc., 500 w., U.

KNX, Los Angeles—Special temporary experimental authorization to use an additional 25 kw. on experimental basis. (Resubmitted.)

KIEM, Eureka, Cal.—Special temporary experimental authorization to use hours from LS to 10:00 p.m., PST, on experimental basis for six months. (Resubmitted.)

NEW, Tarentum, Pa.—F. A. Atkinson for Valley Broadcasting Co. Application returned for CP for new station to use 1420 kc., 50 w., limited time, 10 hours daily (improperly filed, all sections not answered, Rule 77 re hours, insufficient information on transmitter location, equipment unsatisfactory).

NEW, Fort Worth, Tex.—Paul K. Lipps, M.D. CP returned for new station at Crowley, Tex., 960 kc., 50 w. (day), hours: 9 a.m. to 5 p.m. (Rule 6a, c, d; frequency Canadian exclusive; equipment; and insufficient information on proposed transmitter location).

NEW, East Los Angeles, Cal.—Metro Broadcasting Co., A. Tornek and R. Lillie. CP returned for new station 820 kc., 100 w. night, 250 w. to LS. Facilities formerly assigned KGEF (all sections not answered, inconsistent re hours, insufficient information on transmitter location, facilities requested already assigned to KFAC).

SEPTEMBER 3

WBAL, Baltimore, Md.—License to cover CP 3-31-33 to move transmitter to Pikesville, Md., and make changes in antenna.

WKOK, Sunbury, Pa.—License to cover CP granted 5-12-33 to move station from Lewisburg to Sunbury, Pa., and make changes in antenna.

WIBM, Jackson, Mich.—Modification of license to change hours from CST to EST. (Resubmitted, corrected.)

KWEA, Shreveport, La.—License to cover CP granted 4-14-33 to cover new transmitter and consent to voluntary assignment of permit and/or license to International Broadcasting Corp.

Applications returned: NEW, John Deme, Waterbury, Conn.—CP for new station, 930 kc., 250 w. U. (All sections not answered, insufficient information on transmitter location.)

WEHC, Charlottesville, Va.—License to cover CP (wrong transmitter location given).

WHDF, Calumet, Mich.—Modification of license to cover transmitter move to half block east of Laurium, Mich. Station moved 4 years ago without authority (wrong form, should file construction permit).

NEW, Southland Radio Corp., Shreveport, La.—CP for new station, 1210 kc., 100 w., U. Facilities KWEA (request of applicant).

NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP for new station, 1420 kc., 100 w. (Failed to designate hours, Rule 6a, c, d; insufficient information on transmitter location; frequency monitor.)

WIAS, Iowa Broadcasting Co., Ottumwa, Iowa—CP to change equipment, frequency, power and hours from 1310 kc., 100 w. U, to 780 kc., 250 w. D. (Request of applicant's attorney.)

NEW, Stanley Church, Lewiston, Idaho—CP for new station, 1420 kc., 100 w. U. (Rule 6a, c, d; insufficient information on transmitter location; equipment.)

NEW, G. M. Duntley, San Francisco, Cal.—CP for new station, 930 kc., 500 w. Share KROW, facilities KFWI. (Oath improperly executed and equipment.)

SEPTEMBER 8

NEW, Ponce, Puerto Rico—Julio M. Conesa, CP for new station, 1420 kc., 100 w., 200 w. to local sunset, U. Amended re equipment, change day power to 250 w. to local sunset, change hours to six hours daily.

WSAR, Fall River, Mass.—CP to move transmitter to Somerset, Mass., move studio locally and change equipment, and special experimental authorization to use additional 250 w. D experimentally for six months.

WEHC, Charlottesville, Va.—License to cover CP granted 2-28-33 and modifications for move of station from Emory, Va. (correction made).

WIS, Columbia, S. C.—CP for new equipment; change frequency and increase power from 1010 kc., 500 w. night, 1 kw. to LS, to 1050 kc., 5 kw. Amended re equipment and to change transmitter location.

WAPI, Birmingham, Ala.—Modification of CP granted 11-17-31 and modification for approval of transmitter location for 25 kw. station near Trussville, Ala.

NEW, Shreveport, La.—Ark-La-Tex Radio Corp., CP for new station, transmitter Keithville, La., to use 850 kc., 10 kw. U. Requests facilities KWKH, Shreveport, and WWL, New Orleans, La.

KBTM, Paragould, Ark.—CP to move transmitter and studio to Jonesboro, Ark., also install automatic frequency control.

NEW, Anniston, Ala.—J. W. Woodruff and David Parmer, CP for new station, 1420 kc., 100 w. U. Requests facilities WAMC, Anniston, Ala.

NEW, Tuscaloosa, Ala.—J. W. Woodruff and David Parmer, CP for new station, 1200 kc., 100 w. D. Requests facilities WBHS, Huntsville, Ala.

NEW, Selma, Ala.—J. W. Woodruff and David Parmer, CP for new station, 1500 kc., 100 w. D. Requests facilities WBHS, Huntsville, Ala.

KQW, San Jose, Cal.—CP to change equipment, increase power from 500 w. to 500 w. night, 1 kw. day to LS. Facilities KFWI, San Francisco, Cal. Amended re equipment.

KRSC, Seattle, Wash.—Modification of license to change hours from daytime to daytime and to include hours 12:00 midnight to 4:00 a.m. daily.

Applications returned: WAGM, Presque Isle, Me.—CP to move transmitter locally, make changes in equipment, reduce power from 100 w. to 50 w. (Insufficient information on proposed transmitter location; error in hours, Rule 77; name of frequency monitor.)

KGER, Long Beach, Cal.—CP change transmitter locally, exact site to be determined (not necessary at this time as authorized, issued 8-18-33 to test for site with portable).

SEPTEMBER 13

WBZA, Boston—License to cover CP granted 7-11-33 for changes in equipment.

WEED, Greenville, N. C.—License to cover CP granted 6-16-33 for new station.

WOAI, San Antonio, Tex.—Modification of license to change corporate name to Southern Industries, Inc.

KTRH, Houston, Tex.—Renewal of authority to use 1 kw. experimentally for six months from 10-1-33.

WFAM, South Bend, Ind.—CP for changes in equipment.

KJBS, San Francisco, Cal.—CP to change equipment and increase power from 100 to 500 w. Requests facilities withdrawn from KFWI, San Francisco.

Applications returned:

KFAB, Lincoln, Neb.—Modification of CP for approval of equipment and transmitter location for 25 kw. (No reply to Commission's letters.)

KVOA, Tucson, Ariz.—CP to move transmitter and studio locally (out of order as license assigned now to Arizona Broadcasting Co., Inc.).

Decisions . . .

SEPTEMBER 1

KFWI, San Francisco—Granted extension of authority to remain silent for 30 additional days from Aug. 31.

WESG, Elmira, N. Y.—Granted extension for Sept. of special authority to reduce hours from daytime to specified hours.

WQDM, St. Albans, Vt.—Granted CP to make changes in equipment.

WJBW, New Orleans, La.—Granted CP to move transmitter and studio locally.

WCAE, Pittsburgh, Pa.—Granted modification of CP to install vertical radiator.

WSOC, Charlotte, N. C.—Granted modification of CP approving transmitter and studio sites; extending commencement date to 10 days from this date and completion date to 70 days from this date.

WOS, Jefferson City, Mo.—Granted modification of license to change name to Missouri State Highway Patrol.

WSB, Atlanta, Ga.—Granted authority to determine power by direct measurement and granted license, covering increase in power, installation of new equipment and move of transmitter; 740 kc., 50 kw., unlimited time.

WORC, Worcester, Mass.—Granted extension of special experimental authority to operate on 1280 kc., 500 w. power, from Sept. 9 to 90 days thereafter.

WGCM, Gulfport, Miss.—Granted authority to remain silent from Oct. 1 through Dec. 29, on account of business conditions.

WBAL, Baltimore, Md.—Granted extension to Sept. 10 on special temporary authority to operate auxiliary 1 kw. transmitter at new site.

Set for hearing:

KFEQ, St. Joseph, Mo.—Modification of license to change hours from daytime to LS to: 6 a.m. to 7 p.m. and operate during night hours with 2½ kw.

NEW, Central Broadcasting Co., Davenport, Ia.—1310 kc., 100 w., U. (Facilities of WIAS.)

NEW, The Journal Co. (The Milwaukee Journal), Ellis, Wis.—CP, 900 kc., 1 kw. night, 2½ kw. day. (Facilities of WHA and WLBL. To consolidate WHA and WLBL into new station.)

NEW, Frank Wilburn, Prescott, Ariz.—CP, 1500 kc., 100 w., U time. (Facilities KPJM.)

KIEM, Eureka, Cal.—Modification of license to increase D. hours to unlimited, using same power as now licensed, 100 w. (Facilities KFWI.)

Oral argument, before the Commission en banc, will be held on October 11, 10 a.m., in re Examiner's Report No. 497, involving stations WIP, WFI and WLIT in Philadelphia.

WHDL, Tupper Lake, N. Y.—Denied special authority to operate until 8 p.m. during September and October.

Applications returned:

Following cases, heretofore set for hearing, were dismissed at request of applicants: WKZO, Kalamazoo, Mich.—Modification license, 250 w., 1 kw. LS, 590 kc., unlimited time.

WPTF, Raleigh, N. C.—Modification license, 680 kc., 1 kw., unlimited time.

WJAR, Providence, R. I.—Modification license, 890 kc., 500 w., unlimited time.

WMT, Waterloo, Iowa—Modification license, 600 kc., 500 w., 1 kw. LS, U.

SEPTEMBER 5

WORC, Worcester, Mass.—Granted extension of special experimental authority to Dec. 1, 1933, to operate on 1280 kc. with 500 w., experimentally.

Set for hearing: NEW, Harold Thomas, Waterbury, Conn.—CP for new station, 1190 kc., 100 w., daytime only.

NEW, Joseph S. Crawford and Leigh E. Ore, Erie, Pa.—CP for new station, 1420 kc., 100 w., unlimited time.

WHBY, WHBY, Inc., Green Bay, Wis.—CP to make change in frequency from 1200 to 1360 kc.; change in equipment and increase in power from 100 w. to 1 kw., facilities of WGES, WLBL and facilities vacated by WJKS, now WIND.

SEPTEMBER 12

WODA-WAAM, Paterson, N. J.—Granted CP to combine stations WODA and WAAM, install new equipment at new location near Carlstadt, N. J., use WAAM present studio for both stations, and operate with 1 kw. night, 2½ kw. day, 6/7 time, sharing with WGCP 1/7 time.

WCAE, Pittsburgh, Pa.—Granted modification of CP extending completion date from Oct. 31, 1933, to Feb. 1, 1934.

KUOA, Fayetteville, Ark.—Granted modification of CP extending completion date from Aug. 29 to Nov. 29, 1933.

WBNX, WMSG, WCDA, New York—Granted modification of license to consolidate stations WBNX, WMSG and WCDA, to use transmitter location at Cliffside, N. J., main studio same as present studio used by WMSG and WBNX at 1100 E. 177th St., New York.

WCAU, Philadelphia—Granted authority to determine operating power by direct measurement of antenna power.

WHBC, Canton, Ohio—Granted license covering new equipment and increase in power from 10 to 100 w., 1200 kc., specified hours.

WIOD, Miami Beach—Granted special temporary authority to operate less than 2/3 of authorized time for 10 days pending restoration of line service.

WNAX, Yankton, S. Dak.—Program test period extended for 30 days.

WEVD, New York—Authorized to take depositions of certain witnesses in city of N. Y. and vicinity in Docket No. 2101.

WJR, Detroit, Mich.—Granted authority to test for new location, using portable transmitter on 750 kc., 50 kw., between 1 and 6 a.m., CST, for 30 days.

Action on examiners' reports: WIXAL, World-Wide Broadcasting Corp., N. Y. (Ex. Rep. 440)—Granted application for experimental relay broadcasting, reversing Examiner E. W. Pratt.

W1XG and W1XAU, Shortwave & Television Corp., Boston—Denied application for experimental television license (Station W1XG); also denied application for renewal of special experimental license (W1XAU), sustaining Examiner E. W. Pratt.

Following application, heretofore set for hearing, was denied because applicant failed to enter appearance within time allowed:

NEW, Nicholas Kuris, Muskegon, Mich.—CP, 1200 kc., 100 w., D.

THE EAGLE SCREAMS!

Mimic Goes to Zoo, Then Heralds NRA on Air

THE EAGLE really screamed over the radio a fortnight ago when WJSV, Alexandria, Va., joined up with NRA. Here's how it happened :

Upon learning that President Roosevelt had approved the labor and wage provisions of the NAB code on Aug. 31, H. C. Butcher, general manager, and Ted Church, program manager of the CBS Washington station, went into a huddle. They soon decided that they couldn't hang a Blue Eagle sign on their wave length, as the merchant does in his show window. Then they hit it. It was a job for Percy Patrick Posey, WJSV imitator extraordinary, who mimics everything from a rooster to a railroad train.

Off Posey went to the Washington zoo. He couldn't find a Blue Eagle, but he did cajole a bald eagle into doing a little plain and fancy vocalizing. That same evening WJSV had the Marine Band scheduled for the network. "Bob" Trout, WJSV chief announcer, told the audience about the NAB code. Then he intoned: "Let the eagle scream." And Posey turned Blue Eagle. A raucous, blood-curdling cry rent the air—but only locally. He repeated the scream at the end of the half hour program.

Inquiring Radio Men Find Little Prejudice Against Broadcast Ads

THAT THE average radio listener is "100 per cent tolerant" of the advertising credits in programs was ascertained by Frederick R. Huber, director of WBAL, Baltimore, in an impromptu survey conducted during the recent Maryland State Fair. Staff members assigned to the task by Mr. Huber milled around the fair casually asking predetermined questions of "men on the street".

It was learned that the average listener does not object to advertising generally speaking, although a number temporized that statement with "if's"—as for instance, if the advertising wasn't too long or if it didn't break into a program.

There was general protest, however, against the not uncommon practice of the advertiser breaking into a program at the "midpoint". This was condemned, and, according to Mr. Huber, gives a hint to commercial program builders that might well be heeded.

Here are a few typical answers to the WBAL inquiries:

"Well, why not? Somebody has to foot the bills." A woman confessed she liked the advertising, adding, "I find most of the ads on the air quite interesting and I really enjoy them." Another woman said she didn't mind the advertising if the program were good.

All agreed that without the advertiser there wouldn't be many good programs. The general feeling was that the commercial programs provide the best entertainment.

Kate Smith, NRA Chairman

OUTSTANDING performers in radio are listed by Louis J. Alber, chief of the speakers division of the National Recovery Administration, among the prominent artists in the concert, opera, radio, screen, theatre and vaudeville fields who have enrolled in the NRA Committee of Radio, Screen and Stage. The committee was appointed three weeks ago by the administrators with Kate Smith as chairman and Walter Damrosch, Marion Davies, Otis Skinner, Lawrence Tibbett, Rudy Vallee and Peggy Wood, as vice chairmen.

Among the microphone stars who have agreed to appear whenever called upon in radio broadcasts, etc., are Roy Atwell, Ben Bernie, Milton Berle, The Boswell Sisters, George Frame Brown, Burns and Allen, Crane Calder, Eddie Cantor, Irvin S. Cobb, Channon Collinge, Bing Crosby, Pedro de Cordoba, Jack Denny, Louis Dean, Morton Downey, Ruth Etting, Fred Feibel, Jane Froman, Tito Guizar, Johnny Green, Edwin C. Hill, Lennie Hayton, Hall Johnson, Isham Jones, Al Jolson, Keenan and Phillips, John Kelvin, Andre Kostelanetz, Theo Karle, Little Jack Little, Jeannie Lang, Mary McCoy, Nino Martini, Jack Miller, Lulu McConnell, Gertrude Niesen, Will Rogers, Gladys Rice, Reis and Dunn, Roxy, Nat Shilkret, Three X Sisters, Vera Van. Paul Whiteman, Fred Waring and Tony Wons.

WODA, WAAM Combine

CONSOLIDATION of WODA, Paterson, N. J., and WAAM, Jersey City, by the Wodaam Corp., controlled by Milton Biow, head of the New York agency bearing his name, was authorized by the Radio Commission Sept. 12. The company was authorized to install new equipment near Carlstadt, N. J., which will give it metropolitan coverage, and to use WAAM's present studios for both stations. The consolidated station will operate with 1 kw. night and 2½ kw. day, six-sevenths time, with WGCP, Newark, using one-seventh on the 1250 kc. regional channel.

WNOX, Knoxville, has completed installation of new speech input equipment, including an 8-B Western Electric amplifier and a 4-A rectifying unit.

Radio Center, Minn.

THOUGH the town portion of Radio Center, Minn., is blocked out of the illustration on the cover of this issue, there actually is such a town named for the transmitter of KSTP. It is on the Chicago, Milwaukee, St. Paul & Pacific R. R., and boasts town officials, store, apartment building, etc. It is 27 miles from Minneapolis, and KSTP claims it is the only station in the world with a town and railway station named for it.

White Detailed by CBS To Build News Service

PAUL WHITE, CBS director of publicity, has been detached from that post to lay plans for a comprehensive nation-wide CBS News Service by which the network intends to cover major national and international events fully. Details of the service are still being worked out by Mr. White and a special staff, but it is expected to furnish the network with news flashes and its sponsored commentators with up-to-the-minute news and background material gathered in all parts of the country. Mr. White was in Washington Sept. 12 in connection with the project and flew to Chicago Sept. 13. J. G. Gude is acting head of the publicity department.

NRA Praises Stations

TRIBUTE to the cooperation of broadcasting stations in the recovery drive was paid by NRA in its official announcement approving the substituted provisions for the President's reemployment agreement for the industry.

"The broadcasting industry generally," said the announcement, "has not only come under the Blue Eagle but at considerable cost to itself has rendered exceptional public service along with the press by carrying to the public the vital information concerning the NRA campaign."

RADIOSCRIPT PRODUCTIONS, Los Angeles agency, has placed an NRA program on KELW, Burbank, 15 minutes daily for 60 days for the Southern California Retail Cleaners and Dyers Association; same period of time on same station for Southern California Chapter, Associated Master Barbers of America, and account for U. S. Board of Trade, 744 Jackson Place, Washington, D. C., on KNX 15 minutes weekly and KRKD three times a week.

RADIO DEBATE NUMBER
CONGRESSIONAL DIGEST
RADIO *in a* NUTSHELL
FACTS—PROS and CONS of today's radio problems
Discussed by
Educators—Officials—Radio Executives
in the September, 1933, Issue
Pending Legislation
American vs. British System
Should America Adopt the British System?
PRICE 50c Per Copy
Munsey Bldg. Washington, D. C.

KSD
IN ST. LOUIS
No Extra Charge for Electrical Transcriptions
Station KSD—The St. Louis Post-Dispatch
Post-Dispatch Building, St. Louis, Mo.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit
San Francisco Atlanta

KOIL
OMAHA
YOUR BEST BET IN
THIS RICH MARKET

Wynn Net Opening

(Continued from page 6)

mated officials in more than 30 major features, embracing the whole of audible entertainment from soloist to symphony orchestra. Stars to make their radio premieres on the network are said to include McIntyre & Heath, Gus Edwards, Beverly Bayne, Pedro de Cordoba, Rita Gould, Rosamond Johnson, Katherine Tiff Jones and their negro choir, and a score of soloists with European and American backgrounds.

The rate card of the eastern network, issued several weeks ago, quoted $510 an hour for weekdays up to 6 p.m., and $850 an hour after 6 p.m. The half-hour rate was $270 day and $450 night, and the quarter hour rate $165 day and $275 night. Usual time discounts are allowed.

Curtis B. Dall, son-in-law of President Roosevelt, is chairman of the network's board. In addition to Messrs. Dall, Wynn and Gygi, other principal executives are Henry Goldman, general manager in charge of operations; Graham Adams, secretary, and Nelson B. Grove, treasurer. Earle Bachman is director of sales, and Irwin Z. Grayson is director of commercial programs. The chief engineer is Frank Orth, and the program director is George M. King.

The five stations of the central network, scheduled to be linked next are WCNW, Brooklyn; WFAS, White Plains; WCAM, Camden; WCAP, Asbury Park, and WJBI, Red Bank.

Excerpts of Advertising Provisions of New Food and Drugs Bill

Sec. 9 (a) An advertisement of a food, drug, or cosmetic shall be deemed to be false if in any particular it is untrue, or by ambiguity or inference creates a misleading impression regarding such food, drug, or cosmetic.

(b) An advertisement of a drug shall also be deemed to be false if it includes (1) the name of any disease for which the drug is not a specific cure, but is a palliative, and fails to state with equal prominence and in immediate connection with such name that the drug is not a cure for such disease; or (2) any representation, directly or by ambiguity or inference, concerning the effect of such drug which is contrary to the general agreement of medical opinion.

(c) To discourage the public advertisement for sale in interstate commerce of drugs for diseases wherein self-medication may be especially dangerous, or patently contrary to the interests of public health, any advertisement of a drug representing it directly or by ambiguity or inference to have any effect in the treatment of any of the following diseases shall be deemed to be false: * * *

A subsequent section, 17 (a) (3) prohibits the dissemination of any false advertisement by radio, U. S. mails, or in interstate commerce for the purpose of inducing, directly or indirectly, the purchase of food, drugs, or cosmetics. Section 17 (a) (4) supplements the preceding one by prohibiting the dissemination of a false advertisement by *any means* for the purpose of *inducing*, directly or indirectly, the sale of food, drugs, or cosmetics in interstate commerce.

The punitive provisions initially make all persons violating these provisions guilty of a misdemeanor, but exempt from prosecution publishers, advertising agencies, and radio broadcasters if, on request of the Department of Agriculture, they furnish the names and post office addresses of persons who contracted for or caused the dissemination of the advertisements. The Department has authority to appeal to the District Courts to enjoin all media from continuing to carry objectionable advertising.

Tugwell on Food and Drugs Act

(Continued from page 6)

comment on the advertising sections, the most pertinent parts of which appear in connection with this article.

I want to emphasize the fact that this bill would put responsibility where it belongs. In the advertising business the man who knows best whether a product is truthfully or falsely represented is the manufacturer or advertiser himself. Any attempt to raise standards by Federal legislation must place responsibility on the shoulders of manufacturers. As I have previously said, broadcasters and publishers cannot make these determinations. I see no reason why they should.

Radio Not Held Liable

PUBLISHERS and broadcasters are required to cooperate with the government. The bill calls upon them to furnish, upon request, the names and addresses of those placing advertisements, but it does not hold them liable further than this. I have heard that some publishers and broadcasters feel that the present language of the bill would authorize the Department to prosecute an advertising medium should the Department elect *not* to request the names and addresses of those placing the advertising. While the language may perhaps be open to this interpretation, that is not the Department intent. We shall see to it that the text is so corrected as to remove all ambiguity.

The bill does not provide, as so many suppose, that advertising copy must be submitted in advance to the Department of Agriculture. Such a requirement would be ridiculous and impossible of accomplishment.

The bill establishes a *uniform* standard for all food, drug and cosmetic advertising—whether the advertising appears in a rural town of Oregon or in New York City, whether it appears on a billboard, in a newspaper or on the radio.

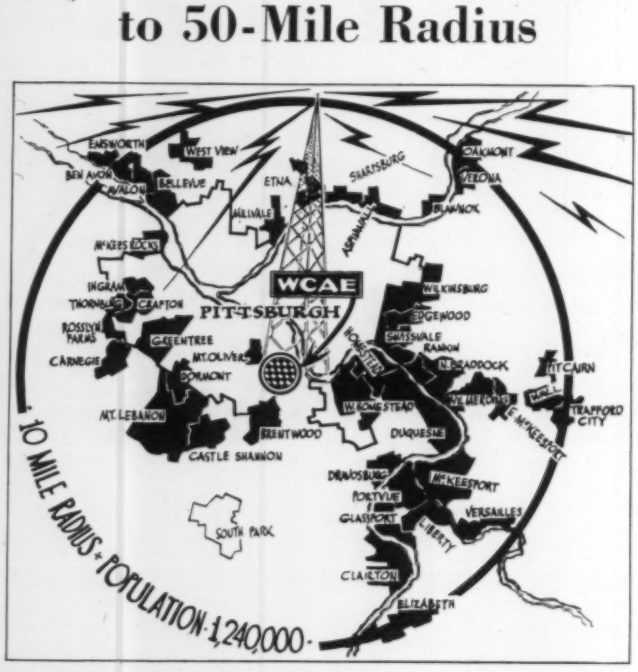
Helps the Reputable

I BELIEVE that reputable publishers and broadcasters will favor this bill. It provides a sure means of accomplishing what they are already trying to do, in many instances, themselves. But at present a chiseling minority too often defeats the constructive efforts of the majority. Under these circumstances we need the centralizing power of government which will enable the majority to do collectively what they cannot do individually.

My own view is that, with the Department of Agriculture possessing the authority granted by this bill, publishers, broadcasters, advertising agencies and all their associations can do most of the actual regulating. They can strengthen their own codes of fair practice, so as to conform with the standards nationally established, and enforce those codes. If self-regulation falls down in any instance, the club should be taken from behind the door in the Department of Agriculture and wielded effectively against the person violating the code. This would be real cooperation between government and industry.

I am told that many broadcasters who are in full sympathy with the purpose of this bill, who want consumers to have greater protection, are fearful that they would be subject to the whims of bureaucrats. This feeling is understandable, but needless. Whatever the

Primary Coverage Enlarged to 50-Mile Radius



WCAE, Incorporated

1220 Kc. PITTSBURGH, PA. 1000 Watts

wording of a law or the desires of the lawmaker, the community's standards of good conduct or fair practice inevitably determine the maximum level of law enforcement. The Department of Agriculture has received abundant evidence that the public wants false and misleading advertising cleaned out of the press and off the air. It has not obtained much evidence that the public objects to trade puffing, or boasting. That is simply the advertiser's poetic license.

Will Eliminate Some

OTHER well-wishers of the law feel that its enforcement will decrease the volume of advertising just when advertising revenue is low. It is true, of course, that certain products now widely advertised could not be sold if all the untruthful ballyhoo were removed from advertising copy. But surely no broadcaster or publisher would object to the new bill because of that.

Moreover, there is decidely another side to this question. The public is pretty thoroughly disgusted with much of the present advertising of food, drugs and cosmetics. Several advertising journals recently carried articles saying that the "scientific slant" in advertising had been so overworked that the more ethical advertisers no longer dared use it, even when authentic. The phenomenal, overnight success of the publication, BALLYHOO, indicated public distrust of advertising.

It is entirely likely that if the character of advertising is improved, consumers will have more confidence in it. Manufacturers of legitimate products will be able to place their products before the public without fear of ruthless, uncontrolled competition in the form of ridiculous claims for competitive products. In the long run, all advertising media should increase rather than decrease their revenues as the standards of advertising increase.

Honest Need Not Fear

MOST manufacturers are honest and want to live within the rules of fair-play. Most broadcasters and publishers are similarly motivated. I see no reason why any honest group of people should fear a law that will support their legitimate activities. And I think the Department of Agriculture can give assurance that the administration of that law will always be in the public interest, which, in the final analysis, is identical to the interests of broadcasters.

Finally, let me say that radio may discover special reasons for wanting the pending bill passed. Radio, now subject to federal control, is called upon to serve the public interest, convenience and necessity. It is conceivable that a widespread consumer demand for control of advertising might result, at least temporarily, in restrictions being imposed solely on radio by the licensing authority. Competitively, this would place radio at a disadvantage. It would be more in the public interest, and more to the interest of radio, to have a single, reasonable set of standards applicable to all.

Advertising is an intimate part of most radio programs. In many respects it sets the tone of an entire program. An improvement in radio advertising would, I believe, increase listener interest in everything radio puts on the air.

Hurricane Warning

Mr. McKinney

HIGH TRIBUTE to broadcasting in general, and to WQAM, Miami, in particular, was paid by Joe H. McKinney, federal radio inspector for the Florida district, following his return from the Lake Okeechobee district during the recent Florida hurricane. Mr. McKinney found the entire region prepared well beforehand as a result of radio warnings broadcast from the Miami Weather Bureau via remote control to WQAM, which was designated the official station of the Red Cross Committee.

Marconi to Visit U. S.

GUGLIELMO MARCONI, the noted radio inventor, and Mrs. Marconi will visit the United States early in October to be guests at a celebration in Senatore Marconi's honor at the Century of Progress Exposition, which has set aside Oct. 2 as "Marconi Day." They sail for New York on the *Conti di Savoia* Sept. 12. It will be Marconi's first American visit since the International Radio Conference in Washington in 1927.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Selling **New England's Major Markets**

WNAC BOSTON

Yankee Network key station and Boston's most popular station by every scientific measurement of audience preference. Three successive Price-Waterhouse audits have proved this and it has been confirmed by two independent telephone surveys by Walter Mann & Staff . . . Guaranteed minimum primary coverage includes 2,200,104 radio listeners. Leads all Boston stations in local commercial programs.

WEAN PROVIDENCE

The dominant station in Rhode Island. Operates on 500 watts both day and night. Covers the entire state. WEAN is one of the oldest stations in the country. As one of the original Shepard stations, it became, with WNAC, the foundation of the Yankee Network. Carries more local accounts than any other Rhode Island station.

WICC BRIDGEPORT-NEW HAVEN

The only station in southern Connecticut. Covers one of the two largest markets in the state. This station in its new location now sends a strong consistent signal into New Haven as well as Bridgeport and the suburban towns from which they draw retail buyers. Its primary coverage embraces three counties with a total population of 1,001,206.

WAAB BOSTON

Yankee Network's alternate key station, with the same transmitter location as WNAC and having the same studio advantages, with a large operating staff and talent bureau. WAAB offers low cost coverage in the Metropolitan Boston area, its rates being half those of the parent station. Considering coverage and size of audience this station is the most economical buy in New England.

The Yankee Network includes five other stations which are also outlets of the Columbia network, tapping the principal markets in other sections of New England. They are WORC, Worcester; WMAS, Springfield; WDRC, Hartford; WLBZ, Bangor; and WFEA, Manchester, N.H.

THE YANKEE NETWORK, INC.

Business Office: 21 Brookline Avenue, Boston

Exclusive National Sales Representative

SCOTT HOWE BOWEN, INC.

New York Chicago San Francisco Omaha

YANKEE NETWORK

FROM WHICH NEW ENGLAND HEARS ITS RADIO

The Other Fellow's Viewpoint...

Consummate Gall

To the Editor of BROADCASTING:

There's an old saying "The more they come the worse they get"—and, as the director of a broadcasting station views his mail, and the frequent "propositions" it contains, he is apt to subscribe to the truth of that sentiment. It seems though, as if the maximum in "worseness" has been reached and that the brass-bound antenna-stretcher should be awarded to Street & Smith Publications, Incorporated, whose offer to radio stations is a champion for cheek, as compared to all others. Surely, those who have preceded this offer have been mere pikers in their attempts to acquire radio publicity without paying for it. This latest move on the part of an organization that should know better is not to be considered as perfected with the securing the time on the air—stations are expected to pay for the privilege of donating it!

In other words, Street & Smith have let it be known that they have shipped to us four "15-minute electrical transcription records" containing dramas "based on stories published in various Street & Smith magazines." Their letter, mailed out as of August 14, goes on to describe in some detail the excellence of these transcriptions, the ability of the cast and then tells, with every appearance of pride how they have "designed" these programs "to meet the need of 15-minute programs which exists in practically every broadcasting station in the country." We are to be permitted to listen to these records, as they put it, "within your own studios"—and then, carried away no doubt, as they expect us to be, with the unusualness of the opportunity, we are to send the $8.00—"two dollars per program"—for the use of them. We are assured that more programs will be forthcoming after the four have been broadcast—that they expect to release one every week, drawn from the unlimited material they have on hand and upon which they can base a weekly love story, a weekly detective story, a weekly sport story—"to meet any particular demand that may arise." And then—master stroke of salesmanship—"in making it possible for you to obtain these programs at such a low price, we ask only that you give us credit lines which you will hear in the records themselves."

Ain't that somethin'? Our own particular demand was set forth in a letter which made it quite clear that there was but one way in which to secure time for publicity programs on our station—and that was to be guided by rates which Street & Smith would find published in Standard Rate and Data!

Most of these time-chiseling proposals make us sore. But the refreshing innovation in this one, that of expecting us to turn over a fifteen minute section of our schedule—and then, to *pay* for the privilege was such a startling embellishment that, frankly we got a huge kick out of it. Of course, the reception of any such a proposition from a publishing firm adds to our wonderment. Why should one engaged in a business that derives its revenues from the sale of space, expect to receive free the time that is the only commodity offered by a business that is quite similar to that of the publisher? We know without asking that Street & Smith would give us a boisterous raspberry were we to sit down and send them copy for inclusion in one of their magazines—copy drawn from our files, and carrying "credit lines" about our station, and for which they'd have to pay us two dollars per installment to cover mats, packing and shipping. Maybe we're wrong. Maybe we ought to try it sometime. Maybe we'd be surprised! Maybe?

Anyhow, the concluding paragraph of the S. & S. letter asked for our reaction to "this experiment." Needless to say, they got it!

G. O. SHEPARD, *Director*,
WWNC, Asheville, N. C.

Perfect Reply

Editor's note—A score of stations have written to BROADCASTING their indignant reactions to the audacious Street & Smith Co. "time chisel." We present this copy of a reply by a progressive broadcaster as the perfect answer.

Mr. H. W. Ralston,
Street & Smith Publications,
79 Seventh Avenue,
New York City.
Dear Mr. Ralston:

Your letter of August 14th received. The delay in answering has been due to my trip in the east. I just returned today.

I note that you are sending us 15 minute programs electrically transcribed in which you state that you have a commercial announcement and for which you request us to send you $2.00 per program.

I am ready to send you under separate cover a cut of the outline of Greater Cincinnati. In the cut you will notice that we have a very small single line statement to the effect that "WCKY is doing the real job for the advertiser."

I am suggesting that you use this for the back page of your best publications and upon receipt from you of $1.00 to pay the expense of the mat and the mailing we will be glad to send it to you.

This will make a wonderful back page for your magazine and should greatly improve your readers' interest.

With very best wishes,

L. B. WILSON,
President, WCKY,
Covington, Ky.

Await NRA Hearing

(*Continued from page 7*)

not be confused with the proposed code of fair competition, which must go to public hearing and through the entire NRA gamut before it receives final approval, probably a month away.

The substitutions in the President's Reemployment Agreement, as approved Aug. 31 provides for a maximum 48-hour week for radio operators, control men, announcers, production men and employees engaged in special event programs. This was a concession in the case of announcers who are slated for 40 hours in the proposed permanent code.

Text of Substitutions

THE SUBSTITUTIONS, as approved, follow in full text:

For Paragraph 3 of the President's Agreement (Code Reference: Art. IV, Sec. 3, Sec. 4, Paragraphs (d) and (e).

No factory or mechanical worker or artisan (other than radio operators, control men, announcers, production men, and employees on special event programs) shall be employed more than a maximum of 40 hours per week, nor more than 8 hours in any one day. Radio operators, control men, announcers, production men, and employees engaged on special event programs, shall not be employed more than a maximum week of 48 hours.

And for Paragraph 4 of the President's Agreement (Code Reference: Sec. 4 (a).

The maximum hours fixed in the foregoing paragraphs (2) and (3) shall not apply to employees in establishments employing not more than two persons in towns of less than 2,500 population which towns are not part of a larger trade area; nor to managerial, executive and supervisory employees and production men and announcers who receive $35.00 or more per week; nor to employees on emergency maintenance and repair work; nor to very special cases where restrictions of hours of highly skilled workers on continuous processes would unavoidably reduce production but, in any such special case, at least time and one-third shall be paid for hours worked in excess of the maximum. Population for the purposes of this agreement shall be determined by reference to the 1930 Federal Census.

Blue Eagle Instructions

IN A MEMORANDUM to stations in connection with these substituted provisions, Mr. Loucks gave the following instructions as to how the Blue Eagle could be procured:

Except for the substitutions as above set forth, there are no other changes in the printed text of the President's Agreement.

TO OBTAIN THE BLUE EAGLE, each station should secure from its Postmaster a copy of the President's Reemployment Agreement and Certificate of Compliance. The President's Reemployment Agreement should be signed and the Certificate of Compliance should also be signed with the following paragraph written thereon:

"To the extent of N. R. A. consent as announced we have complied with the President's Agreement by complying with the substituted provisions of the Code submitted for the Radio Broadcasting Industry."

When this has been done, the copy of the Agreement should be mailed in the envelope provided for that purpose. The Certificate of Compliance, with the above mentioned notation thereon, should be delivered to the Postmaster who will present the signer with BLUE EAGLE insignia. Stations may then display the coveted BLUE EAGLES.

It is suggested that apropriate announcements be made on the air.

Each station is reminded that immediately upon signature the provisions of the modified agreement become effective.

Going to Hearing

AT THE permanent code hearing on Sept. 20, President Alfred J. McCosker, managing director Loucks and Mr. Guider will constitute the official broadcasters' committee for presentation of the code. The code committee, consisting of 10 members, is expected to be present also.

In its notice of hearing, sent out by NRA Sept. 8, NRA stated that the code for the industry in its present form merely reflects the proposal of the industry, and none of its provisions are to be regarded as having received NRA approval.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

W. J. CLEARMAN
Radio Consultant
Cases Prepared for Hearing Investigations
308 Barr Bldg.
Phones DIstrict 7766 and 7767
Washington, D. C.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Situations Wanted

Young lady holding second class radiotelegraph license indorsed for telephone desires work in broadcasting station. Experienced operator and announcer. Typist and musical training. References. Box 104, BROADCASTING.

Broadcast Operator four and one-half years' radio experience. Experienced on 5 and 50 kw. and television. Go anywhere. Good references. Address Box 108, BROADCASTING.

Capable young man desires connection in executive, production, or commercial department metropolitan station; eight years' experience; announcer; continuity; best references. Box 119, BROADCASTING.

Broadcast operator, commercial first class, 26 years old, married. Licensed twelve years. Have operated RCA, WE and composite transmitters from 50 watts to 50 kw. Go anywhere. Good references. Box 118, BROADCASTING.

The N.A.B. Convention

OCTOBER 8, 9, 10, 11

at

AMERICA'S MOST BEAUTIFUL ALL YEAR RESORT

WHITE SULPHUR SPRINGS

WEST VIRGINIA

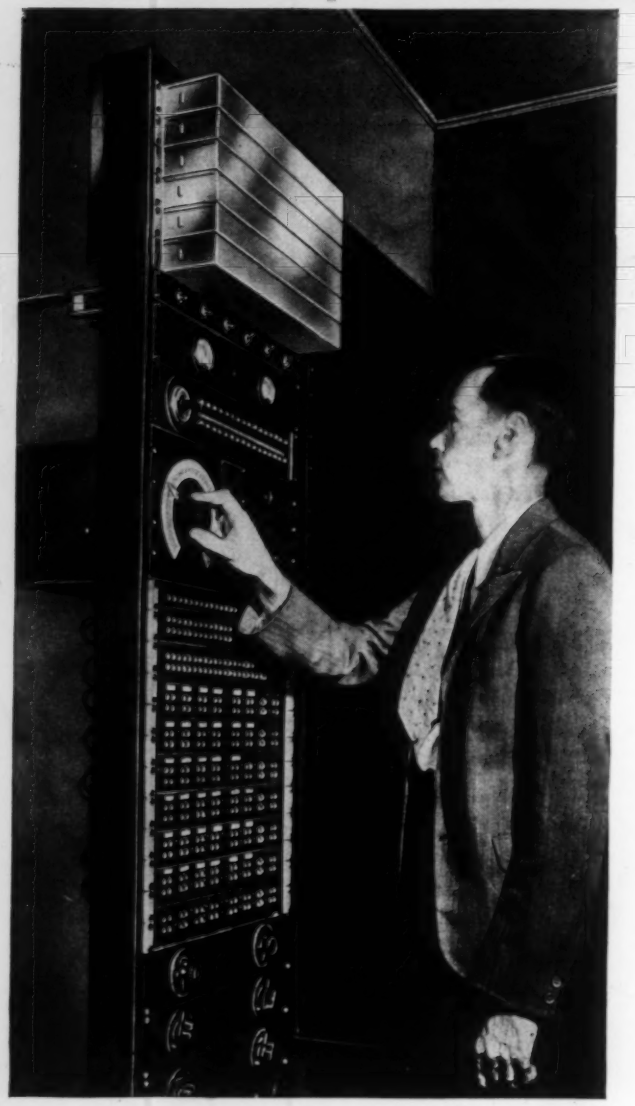
The Greenbrier and Cottages

L. R. Johnston, General Manager

WHITE SULPHUR IS ON THE MAIN LINE OF THE CHESAPEAKE AND OHIO RAILWAY AND SERVED BY AIR-CONDITIONED EQUIPMENT

TYPE 52-B AUDIO OSCILLATOR

"Specially designed for testing broadcast equipment and circuits"



The Type 52-B Oscillator on the master control racks of the Amalgamated Broadcasting System, New York City.

Rack Mounting or Portable type $175.00 less tubes

AN AUDIO oscillator is one of the most important pieces of test equipment in a modern broadcast station. It is invaluable in determining the frequency response characteristics of amplifiers, volume indicators, studio lines, etc.—in measuring the loss in attenuation pads, station circuits and remote lines.

The Type 52-B Oscillator is particularly stable due to the use of electron-coupled circuits in the beat frequency oscillators. Its output varies less than 1 db. over the entire frequency range. It is laboratory calibrated to 2% accuracy from 20 to 17,000 cycles—supplies 40 milliwatts to a resistance load (equivalent to plus 5 db.)—has less than 2% harmonic content when properly adjusted—may be fed into 250, 500 or 5,000 ohm impedances—is furnished for rack or cabinet mounting and is in every way an excellent all around oscillator for use in broadcast stations.

Ask our nearest office for Bulletin No. 28 describing the Type 52-B Oscillator at further length.

NRA MEMBER U.S. WE DO OUR PART

RCA

TRANSMITTER SECTION
ENGINEERING PRODUCTS DIVISION

RCA Victor Co., Inc.

CAMDEN, N. J.

"RADIO HEADQUARTERS"

New York: 153 East 24th St. San Francisco: 235 Montgomery St.
Chicago: 111 N. Canal St. Dallas: Santa Fe Building
Atlanta: 150 Walton St. N. W.

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WASHINGTON, D. C.
OCTOBER 1, 1933

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$3.00 the Year
15c the Copy

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

WHEN THE PUBLIC makes up its mind to like one Radio Station best . . . the smart ADVERTISER likes it best, too!

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FORD BILLINGS
ST. PAUL HOTEL
CEDAR 4400

MINNEAPOLIS OFFICE
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BRIDGEPORT 3222

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CHICAGO OFFICE
FREE & SLEININGER, INC.
180 N. MICHIGAN AVE.
FRANKLIN 6373

NEW YORK OFFICE
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PREFERRED by listeners in all local and national surveys.

PREFERRED by advertisers for local and national campaigns.

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WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON • WBZ SPRING[illegible] • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL
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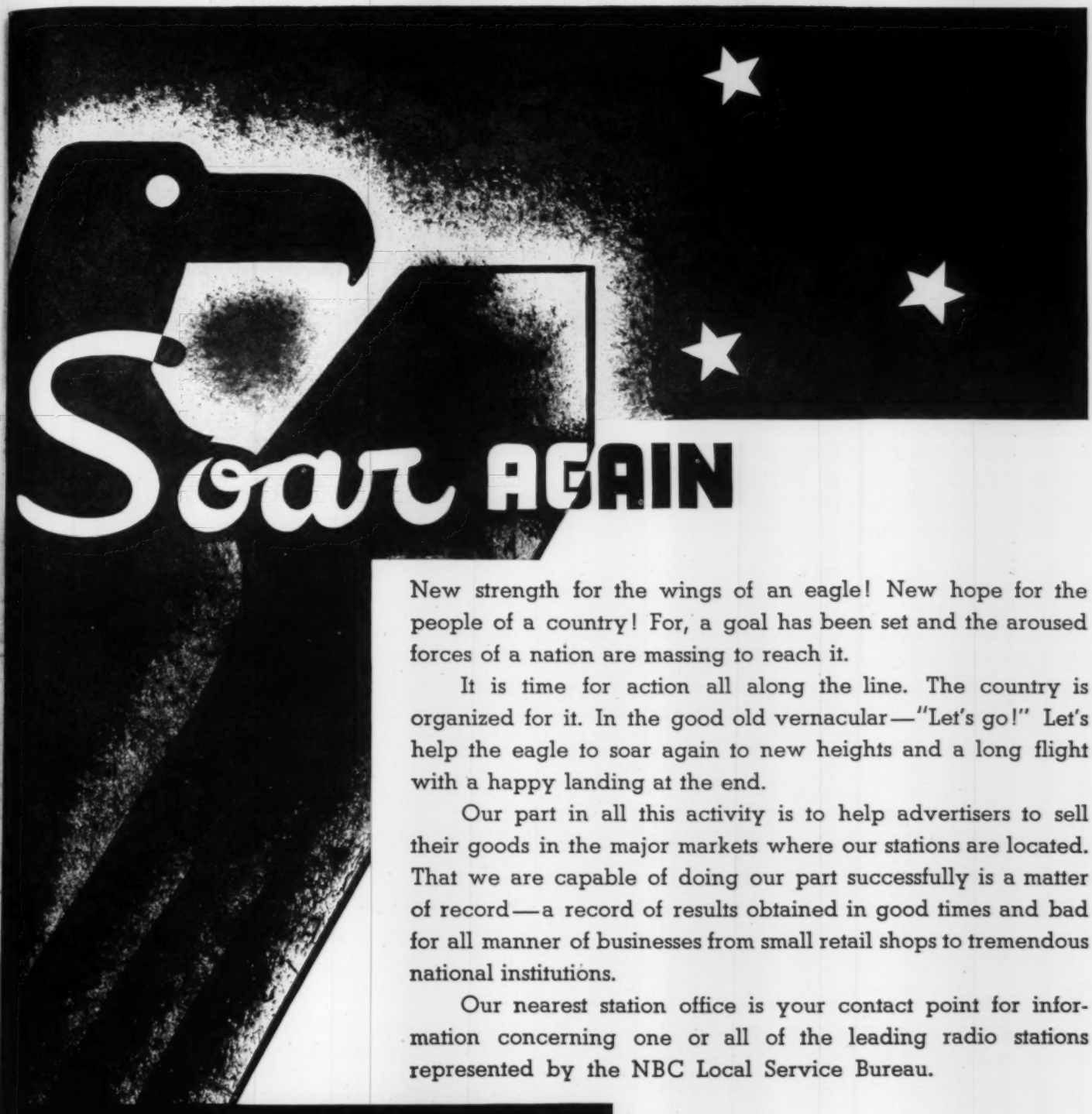

New strength for the wings of an eagle! New hope for the people of a country! For, a goal has been set and the aroused forces of a nation are massing to reach it.

It is time for action all along the line. The country is organized for it. In the good old vernacular—"Let's go!" Let's help the eagle to soar again to new heights and a long flight with a happy landing at the end.

Our part in all this activity is to help advertisers to sell their goods in the major markets where our stations are located. That we are capable of doing our part successfully is a matter of record—a record of results obtained in good times and bad for all manner of businesses from small retail shops to tremendous national institutions.

Our nearest station office is your contact point for information concerning one or all of the leading radio stations represented by the NBC Local Service Bureau.

WEAF & WJZ . . . New York • WBZ . . . Boston

WBZA . . . Springfield, Mass. • WGY . . . Schenectady

WRC & WMAL . . . Washington, D. C.

KDKA . . . Pittsburgh • WTAM . . . Cleveland

WMAQ & WENR . . . Chicago

KOA . . . Denver • KPO, KGO & KYA . . . San Francisco